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# PRINTERS'

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NEW YORK, SEPTEMBER 26, 1935

A JOURNAL FOR ADVERTISER

Vol. CLXXII, No. 13

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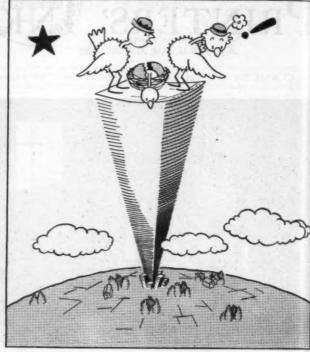
# SONG AT MORNING

AROUND our children we rear our fondest dreams, our most cherished hopes. An education, the development of artistic talent, the right kind of friends for the boy or girl—for these advantages parents make great material sacrifices. • Especially is this true among the musically informed. The father or mother, to whom music is forever a lasting joy and delight, is determined that the child shall know something of the same inspiration. The parent to whom musical training has been denied is equally insistent that his loss shall not be the child's. • Upon these fundamentals Steinway advertising is planned. Simply and sincerely, it is directed to the love of parent for child. For the Instrument of the Immortals is essentially a piano for the home . . . the home where the morning of life is filled with enchanted sounds. • N. W. AYER & SON, INC., Advertising Headquarters, Washington Square, Philadelphia; New York, Boston, Chicago, San Francisco, Detroit, London, Montreal, Buenos Aires, São Paulo.

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### "Those statisticians again . . .

"They've stacked up the more than quarter million
Des Moines Register and Tribune circulation!"

There's plenty of sales lift in this 40% coverage of all lowa families . . . advertisers reach the Top-Third of lowa purchasing power at lowest milline rates in the state.



NLE tion he food olicies rofits, 1 nue the Thus e an, who in a Mr. Zin Back in Charles 1 ata and NK-the f chain 1930, e study nains a Vigoro dvertisin istributo rand pat heir mot Will ad ational 1 hinks not aintenan ieves that ot stop p ather end As this hough no f the pro

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### PRINTERS' INK

NEW YORK, SEPTEMBER 26, 1935

### This Week

INLESS manufacturers of nationally advertised products in he food industry can revamp their olicies to yield dealers larger rofits, private brands will connue their inroads.

Thus concludes M. M. Zimmer-ran, who, for years, has been livg in and with retail merchan-

Mr. Zimmerman knows the ground. ack in 1914, in collaboration with charles W. Hurd, he compiled the ata and prepared—for PRINTERS' NK-the first comprehensive study n 1930, Mr. Zimmerman brought he study up to date; and it reains a standard.

Vigorously, by means of localized dvertising and intensive selling, istributors are building private-rand patronage. In part, at least, heir motive is reprisal.

Will advancing markets help the ational brands? Mr. Zimmerman hinks not. Would legislated priceaintenance? Mr. Zimmerman beeves that maintenance by law would ot stop private-brand growth, but ather encourage it.

As this observer views it—alough no one answer will dispose f the problem, discount adjustment lengthen the dealer's profit will

elp tremendously.

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Buying power is up. Tracing rends, A. L. Jackson, editor, Ecoomic Statistics, Inc., reasons that urchasing power for 1935 will recal an increase over 1934 of about per cent.

One way to get ahead in an adertising agency is to determine, irst, whether you prefer to be a pecialist or a man of many parts.

Assuming that enough has been said, for a while, about getting an advertising job, Bernard A. Grimes has canvassed successful agency men to find out in what directions now lie the roads to the top. Some of the executives believe that, in a specialized age, the young man is wisest who trains in a specialty. Others stick to the principle that the best training is all-around. Mr. Grimes opens a discussion that seems sure to incite lively interest -and maybe argument.

What to write to the men on the road? Citing examples, Charles A. Emley explains why he prefers news letters.

And how to fight substitution? Through Andrew M. Howe, Tom Lehon, vice-president and general manager of The Lehon Company, explains how his company has protected its Mule-Hide roofing.

Last year when the industrial advertisers met in convention they prophesied that in 1935 business for the durable goods industries would be better and, seeing a brighter year ahead, they planned accordingly. Last week the Na-tional Industrial Advertisers Association met again-this time in Pittsburgh-and decided that what in 1934 had been a prophecy is now a fact. Business in the innow a fact. Business in the in-dustrial field is improving. Some of the delegates, having stopped at Cleveland on their way to Pitts-burgh, reported that the machine tool show held in the former city was splendid evidence that manufacturers of consumer products are buying new tools and new machines. And, as if to practice how

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once again to buy advertising space, the 400 delegates joined in making plans for a hypothetical air conditioner account with an appropriation, again hypothetical, of \$300,000.

In Printers' Ink for August 15, Don Gridley revealed that he was pretty well bored with "types" in advertising illustration. Why must a doctor always wear, in addition to other clothing and adornment, a cutaway and a goatee? This week Victor Keppler, photographer, answers Mr. Gridley. One reason for types is that the public expects types. But, Mr. Keppler warns, let advertisers be sure that their types are truly typical. No amount of make-up or setting will cause a collar model to look like a truck driver.

The Alabama Power Company invited Alabamans to visit. If you liked picnicking, you could come and picnic, either by, or not by, a dam site. The company aimed to acquaint its customers and the public in general with a few first-hand concepts of size and scope of operations. The invitation went on through newspaper advertising store cards, and bill enclosures. Not the least interesting expedient in the come-visit-us campaign was a letter, signed by the company president and sent to every visitor. Se: "Southern Hospitality."

The D's—denoting deficits—diminish in number. Under the heading, "Six Months' Earnings," P. I lists this week profit-and-loss figures of leading advertisers.

Du Pont will undertake to "sell" to Americans the importance-in their everyday lives—of chemical research. The media will include radio and magazines. See: "To Advertise Chemistry."

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Seeking new appeals to appetites, planning three good meals each day, purchasing agents for Rhode Island families turn to the ever popular Journal-Bulletin pages for guidance.

Housewives in this 56 million dollar food market spend 33.8 cents of every retail dollar for food. By only one other state is this amount even slightly exceeded. In this compact, industrial state, where close to 95% of the food products consumed are purchased from producers in other states, per capita food sales amount to 48% above the

national average. . . . The quickest and least expensive way to get your product on the pantry shelves of this better than average food market is through consistent advertising in Rhode Island's leading newspapers.



Providence Journal-Bulletin

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# SCORE in the 8th

M	LWAUKE	-	
-	First Eig	NEWSPAP ht Months-19	PER LINAGE
RETAIL	JOKK	AL SECON	1
GENERAL	4,703,0	44 2,285 40	PAPER
DISPLAY	6,535,235	770,465	1 '1020 0- 1
TOTAL	1,880,811	1033,964	2,209,040
	8,4140	400,099 3,456,063	880,685
*Does not include linage i *Does not include linage	"This Week".	30,063	,089,725
	weekly"		

OTE in the figures above that The Journal published more than twice as much paid advertising as the second paper, and more than the other two papers combined, in every division. The same is true in nearly every major classification in each division. Whatever the product or service—of feminine, masculine, general or family appeal, high priced or low priced—The Journal sells it to Milwaukee and Wisconsin most effectively and at lowest cost per sale.

# THE MILWAUKEE JOURNAL

National Representatives .

O'Mara & Ormsbee, Inc.

NEW YORK

CHICAGO

DETROIT

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SAN FRANCISCI

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### Private Brands Gain Power

Will Food Industry Be Forced to Revise Procedure So as to Yield Larger Dealer Profit?

#### By M. M. Zimmerman

FOUR years ago, in an article in PRINTERS' INK\* I ventured my belief that the time was not far distant when many national food brands might lose the choice place they have occupied on dealers' shelves.

The answer of many manufacturers was that declining commodity prices were then a temporary impetus for the exploitation of the private label-that when conditions returned to normal and commodity prices got back to higher levels, distributors would discard their private labels and return to national

brand merchandising. Another argument national advertisers advanced was that their powerful consumer advertising would force distributors to give consumers the brands they demanded and that no distributor, wholesale or retail, could do business without a full representation of the national brands in stock. I pointed out, however, that

changes in distribution were rapidly taking place, that a new type of wholesaler and retailer had appeared and that with the new merchandising methods they were adopting, they would become just as keen and capable advertisers as the national advertiser and would be able to develop consumer acceptance for their own brands with the same methods pursued by the national advertiser.

Four years have passed and I repeat that only a change in the merchandising procedure of the food industry which will allow dealers a larger profit on national brands, or the development of a copy appeal that will inspire consumers to change their present shopping habits, can halt the steady growth of the private brand. Today distributors no longer fear national advertising, because they have acquired confidence in their own local advertising.

Many persons will take exception to this statement, but the fact is that the private label is well established in many lines and slowly but surely becoming the accepted brand of the consuming public in many markets, competing with the advertised brand even on such specialty items as soaps, cereals and cleansers which were always considered beyond the pale of private-label merchandising.

Here is a sample of how distributors are educating their dealers to feature their own labels. questions below were taken from a recent "Know Your Groceries" contest which, says its sponsors, produced gratifying results:

1. Q. Against what advertising brands are you selling Lady Godiva?

A. Camay and Lux.

<sup>&</sup>quot;Are Private Labels Winning Out in the Food Field?" by M. M. Zimmerman, PRINTERS' INK, October 1, 1931, page 17.

# FREEDUM



EVERY WEEKDAY the American people read upwards of 36,000,000 copies of 1,905 daily papers. In addition, during the week, they give attention to ten to eleven thousand weeklies of unknown total circulation.

Rescue an American from a shipwreck on a barren shore and he demands a paper almost as soon as a smoke. Give him a million dollars and a paper is served on the tray with his eye opener. Strip his pockets and he gets his paper from a garbage can. . .

Because, whatever the news a great de day, the American press is four on liberty to tell it; whatever ideas of the editor, behind him idea, wa BASIC IDEA—the right to airth luct to p

THE press owes its vit t, every de and influence to a basic at work. The press uses its the basic ide dom to dig up and publish undiscov news. It is this that has build never gets circulations, the insatiable prof the Pro

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J. WALTER THOMPSOMPAN

, 1935

# de PRESS...



news a great deal of advertising is four bibing shoulders with this at the distribution of the distributio

s its he basic ideas in products reiblish undiscovered. The news in built enever gets into print. "Freeble put of the Press?" Such advergbuys it, then tosses it away. J. Walter Thompson Company regards each new product that comes into the agency as an able editor regards his city. Beneath the surface are endless possibilities. Somewhere a big story is always in the making. Dig for it!—get it, then use it for all it is worth.

"No news today?" This agency is skeptical.

Sept. 26, 1

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- Q. Against what advertised brands are you selling Senorita?
  - A. Palmolive.
- 3. Q. Against what advertised brand are you selling Thrill?
  - A. Lifebuoy.
- 4. Q. Against what advertised brands are you selling Washo?
  - A. Rinso, Oxydol, White King and Magic Washer.
- 5. Q. Name our brands of soap that are milled.
  - A. Lady Godiva, Senorita and Thrill.

The president of a large corporate chain with more than 1,000 stores recently said that not only is the sale of private brands increasing in all his stores, but they are increasing in other chain organizations as well, as his own personal survey discloses. He claims that chain stores are selling less of the nationally advertised goods and until a reasonable profit is assured, they will buy less and less and carry only those brands they cancot dispase with

not dispense with.

"We have less fear of national advertising," he said, "because we have more confidence in our own local advertising." He contends that the linage of the most prolific national advertiser amounts to no more than one-third of the local advertising which the average progressive chain-store organization uses.

Among leading distributors, private brands constitute anywhere from 50 per cent to 80 per cent of their total volume. A Massachusetts sponsor of a group whose private-label business averages between 50 and 60 per cent of his volume, said that on many leading items competing with advertised brands, it will come close to 85 per cent. A Missouri operator said that practically all of his business represents private-label merchan-dise and that not half of 1 per cent represents nationally advertised brands. This jobber's total volume is more than \$5,000,000 annually. An Iowa retailer-owned co-operative does 55 per cent of his business on private labels, while a Green Bay, Wis., jobber approximates 60 per cent. Similar reports come from other sections of the country.

Just what items lend themselves readily to private labels is still a question among distributors. Some are emphatic in their belief that every item can be sold successfully under their own brand. These distributors claim that one item advertises another; the more items they can get into a store, the more they can impress both the retailer and the consumer. Several leading voluntary chains are definitely committed to the private brand and have as many as 500 and 600 items Their under their own labels. opinion is that in order to provide a program for their retail customers, it is necessary for them to develop a complete line of house brands. These distributors consider it most important to have a private label program so as to educate the retailer and his clerks to the extra profit possibilities. When the latter becomes well acquainted with the program, selling their own brands becomes an easier matter.

The products that especially lend themselves to private-label merchandising as mentioned most often by distributors are coffee, tea, flour, salmon, sugar, soaps, oatmeal, salt, milk, grape juice, canned meats, mayonnaise, starch, toilet paper, jams, jellies, spices, noodles, macaroni, catsup, vinegar, pancake flour, olives, pickles, condiments, malt, syrups, ammonia, bluing, chili sauce, peanut butter, salad dressing, baking powder, gelatin desserts, glass goods and canned goods of all kinds of fruits and vegetables.

Coffee constitutes one of the most important private-label items in the sales-promotion programs of the distributors. About every distributor, especially among the chains and voluntary chains, and the large independent retailers, features at least two or three brands of private-label coffee. There are more than 30,000 coffee brands in the United States. Of the 1,300,000,000 pounds of coffee sold

(Continued on page 83)

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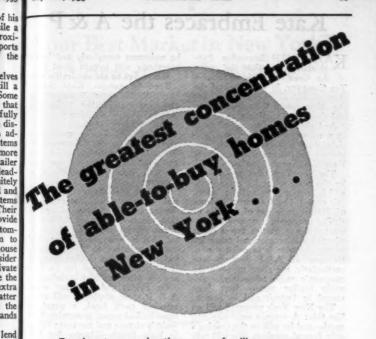
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To almost any advertiser some families are more profitable prospects than others, some families are more likely to respond to his message than others. The reason why The Sun has been used so successfully by successful advertisers is that it is read by the kind of people that most advertisers want to reach...The Sun is read in the homes, it goes into the able-to-buy homes, it goes into more of these homes than any other weekday newspaper; and 96 percent of its homes are located in the New York Market.



The Newspaper of Distinction in its Readers, its News and its Advertising

**NEW YORK** 

### Kate Embraces the A&P

KATE SMITH likes coffee. Particularly, she likes the coffee of the Great Atlantic & Pacific Tea Company, in whose behalf she goes on the air this week. Also, she likes the A&P management and the A&P employees.

And she'll tell them all about it at a mass meeting of A&P officials, store managers and store employees at Madison Square Garden, New York, next Monday night.

The New York meeting-strictly, by the way, a family party from which all outsiders will be barred is expected to draw an attendance of 20,000. It is one of a series of similar parties in metropolitan centers; and the parties are a phase of an A & P promotional campaign whose objective is to enlist the interest of all A&P workers-and particularly the store men-in the company's radio advertising. ready similar parties have been staged in Detroit and in Boston.

The New York program will go like this: A veteran employee will speak—and he will be the evening's only formal speaker. He will talk of his fifty years with A & P and of his feelings about the company. From the platform, he will introduce the president of the Eastern Division of the A&P, who will rise to say, and very briefly, that

he welcomes everybody and hopes everybody will have a good time.

Next-five or six vaudeville acts. Then-in person, Kate Smith. She will talk about A&P and its coffee and about her radio programs. Then she'll sing. And finally-dancing.

Behind the district meetingswhich will not be advertised to the public-there is going forward an active campaign to promote the Kate Smith-A & P-Coffee Time

To A & P stores have gone special window signs, posters, small display cards, lithographed promotion pieces, newspaper advertisements, special inserts for the regular A&P newspaper copy, and special bulletins to the managers and clerks. The display material is to remain on view for at least a week after the first broadcast.

On Friday and Saturday, every A & P store employee will wear, attached to a lapel, a panel of linen-backed paper, presenting Kate Smith's picture and the text: "Tune in Kate Smith-Thanks for Listenin'."

In the course of the tour of cities, Miss Smith is to appear, not only as the life of the employees' parties, but also, in person, at a number of each city's A & P stores.

George Benneyan to Join New York "American"

George Benneyan has been appointed director of promotion of the New York American, effective September 30. For the last fourteen years he has been manthe last fourteen years he has been manager of oromotion and research of the New York Sun and will be succeeded in that position by his assistant, Kenneth Mason. L. J. F. Moore, for the last six years promotion manager of the American, goes to the general management of the Hearst Newspapers.

Mr. Benneyan will be in charge of all departments of promotion of the American, with which he previously was associated when he first entered newspaper.

scan, with which he previously was asso-ciated when he first entered newspaper work in 1920. He joined the Sus a year and a half later.

Mr. Moore, before his appointment to the American, was assistant to the super-visor of promotion of the Hearst general promotion department.

Plan New Food and Grocery Organization

Paul S. Willis has been appointed chairman of a committee which is being organized by the food and grocery industry to establish principles of fair trade practice. Associated with Mr. industry to establish principles of fair trade practice. Associated with Mr. Willis, who is president of the Associated Grocery Manufacturers of America are Charles E. Smith, vice-president of the National Association of Retail Gro-cers, who was appointed vice-chairman. M. L. Toulme, secretary of the National American Wholesale Grocers Associa-tion, will serve as secretary.

Paint Account to Getchell

The Devoe & Raynolds Company, Inc., New York, has appointed J. Stirling Getchell, Inc., agency of that city, to direct its advertising account.

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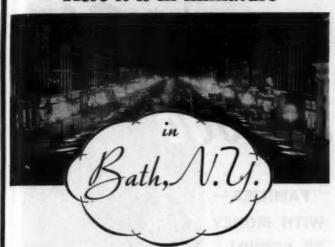
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### Your Best Market in New York? Here it is in miniature

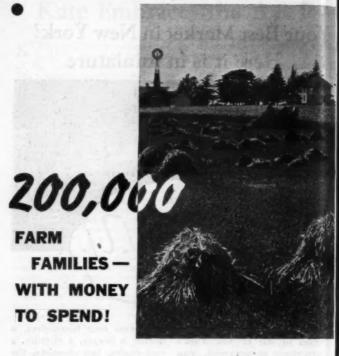


If you tried to interview every person in one of New York's sixty-story skyscrapers, you would find it a long, bewildering job. But it would be easy to go through a two-story building. On the same principle, we suggest that advertisers look at the regular readers of The New York Times in Bath, N. Y.

Meet the Town Clerk, the President of one bank and the Cashier of another, a woman member of the State Prison Commission, an insurance agent, a leading merchant who also operates stores in two nearby towns, four housewives, a doctor, a lawyer, a clothier, a coal dealer, two chemists, the Principal of the High School, and a teacher. These are some of The Times readers.

The Times audience in Bath is The Times audience in New York in miniature. You reach the same type of substantial, influential buyers in New York through The Times . . . and more such buyers than through any other newspaper. Your first medium in New York, as it is for most advertisers, should be The New York Times.

The New York Times



Indiana's half billion dollar farm income means that Indiana farmers have more money to spend this year than at any time since 1925. It means stimulated business activity in Indianapolis and scores of cities and towns throughout the Indianapolis Radius. It means better business for you in this market NOW.

Sell these ready-and-able-to-buy farm families through the newspaper that they read and respond to <u>habitually</u> . . . The Indianapolis News.

THE INDIANAPOLIS

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# Buying Power Is Up

Economic Study Shows It Is Growing Stronger, Too, Despite Higher Living Costs

#### By A. L. Jackson

Editor, Economics Statistics, Inc.

WE often hear the statement made "that during the depression there has been such a cessation of buying on the part of the public in general that a great potential demand has been created." A view is also widely maintained that "this potential demand is so large that it will increase business activity and bring us out of the depression." These opinions prevailed widely all during 1930, 1931, 1932 and still continue to receive nublicity.

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Obviously, the reason why they have not been correct is that people have not made repairs to their homes, have not bought new furniture, have not purchased new automobiles, or replaced the tires of their automobiles, not because they wanted to forego these things, but simply because they did not have the means with which to make such purchases. In other words, purchasing power or the ability to buy is the determining

It is true now that the majority of the people of this country need more goods and will have to make much larger purchases of commodities in order to regain the living standard which prevailed prior to the depression. Literally, there is no end to their wants, but they will be able to increase their purchases only when they get the money with which to make these purchases.

It is important, therefore, for business men, whether they be manufacturers, advertising agents, distributors, or what-not, to observe the past trend of purchasing power and to evaluate as closely as is possible what the probable trend of purchasing power will be

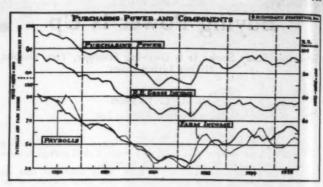
in the future. In the following paragraphs, I shall attempt to show these trends.

First, it is important that we decide upon what factors to use as a guide to or an indicator of purchasing power. Prior to 1920, farm income was the most important single factor in our nation's purchasing power. Since 1920, the industrial activity of the United States has increased in such proportions that the income received by the employees of manufacturing industries has become the largest single purchasing power item. Farm income ranks a very close second. These two factors represent by far the largest proportion of the total income of the nation. Of course, we must also consider the profits to industry distributed in the form of dividends, and second, interest paid on capital.

#### Income Alone Not an Exact Index

It should also be noted that income alone is not an exact indicator of what the public purchasing power actually is. One must allow for the trend in the cost of living. Thus, after one gets a combined income factor, he must correct for the cost of living and the result will be an index of purchasing power. (See chart on following page.)

Due to the lack of accurate data concerning profits and interest payments, it is still impossible to combine these two factors into a composite index of purchasing power. Thus, the index of purchasing power, shown in the chart, consists primarily of farm income and payrolls of employees of manufacturing industries. After



correcting the income indices for the cost of living, we get the purchasing power index shown by the top curve of the chart. From this chart, one can get an accurate picture of what has happened during the last several years.

In a study recently published by the Department of Commerce, it was shown that the total income in the United States in 1934 totaled \$49,440,000.000, which was 11 per cent larger than in 1933 and 3 per cent above 1932. This 1934 figure was approximately 37 per cent less than in 1929. These figures, however, are based upon dollar income and should not be taken as being truly representative of the changes in purchasing power. Purchasing power or real income in 1934 increased approximately 61/2 per cent over 1933, but was approximately 20 per cent below the 1929 level. As can be seen from the above chart, payrolls and farm income have both figured approximately equal in the rise which has taken place in the nation's income and are the principal factors causing the rise.

This rise in purchasing power has made it possible for that potential demand, which had been created during the depression years, to become active or actual demand during the last two years. However, we are not so much interested in what has happened as we are in what can be expected to happen during the next six to twelve months. This situation can be quite

adequately portrayed in a more detailed analysis of the individual sources of income.

In regard to farm income, it is now possible to determine quite accurately what the trend will be for the agricultural year, 1935-36. The Department of Commerce has recently published its various crop estimates which, although not final, should not be much changed in later reports. The grain crop this year will, in practically all cases, be substantially higher than it was a year ago, Yet in no instance will these crops be in excess of or much in excess of domestic requirements and, in practically all cases, the crops will be sufficient to meet domestic needs.

This indicates that the current prices which are substantially higher than the average of last year will be well sustained and relatively stable. While the grain income in some sections of the nation will be smaller than it was a year ago, it will be larger for the nation as a whole. For the nation as a whole, the 1935-36 grain income should be approximately 20 per cent in excess of that received last year.

One of the most interesting and one of the most uncertain factors in farm income at the present time is the cotton situation. From present indications, this year's cotton crop will be approximately 11,-489,000 bales as compared with 9,636,000 bales last year. However, the cotton carried over from preceding crops still on the farm

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Desp crop is available ers is a was a which will, in tially hi year, number

The ! ton ove very sn cotton But at of An countrie sulting inventor present Americ countrie ducible if manu sustaine chases 1 America Foreign

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this year is much less than it was a year ago. Although the total cotton carry-over is little changed this year from that which prevailed a year ago, the major portion of it is held by the Government where it seems that there is little chance of it being disposed of during the next year.

Despite the fact that this year's crop is larger, the total amount available for sale held by the farmers is approximately the same as it was a year ago. But the quantity which will be marketed this year will, in all probability, be substantially higher than was the case last year. This seems true due to a

number of reasons.

The high price of American cotton over the last year resulted in very small purchases of American cotton by foreign manufacturers. But at the same time, consumption of American cotton in foreign countries held up relatively well, resulting in a sharp reduction in the inventories held abroad. At the present time, the inventories of American cotton held in foreign countries seem to be at an unreducible minimum and indicate that if manufacturing activity is to be sustained much longer, larger purchases will need to be made in the American markets this year.

#### Foreign Cottons Have Risen in Price

True, there has been an increased production of foreign cottons which will, to some extent, replace American cotton but this is not and cannot be extended much further. Also, it should be noted that the increased demand for foreign cottons during the last year has caused the price of foreign cottons to rise substantially, so that, at the present time, the price of American cotton is relatively cheap compared with the price of foreign cotton. The present price ratio is in favor of much larger purchases of American cotton.

Thus, it is natural to expect exports, which normally require 60 per cent of the American crop, to increase 20 to 50 per cent during the 1935-36 period over the 1934-35 period. In view of the present statistical position of cotton, it

seems unlikely that the price of American cotton will decline much below the present price level, regardless of whether the AAA continues its program or not; and also, regardless of the Government's loan policy. Therefore, it seems probable that the income to the cotton farmer this year will be increased substantially over the preceding year. The exact extent of the increase cannot yet be accurately determined.

#### Hog Income Is Higher Than Last Year

Farm income derived through the marketings of animals and animal products in 1935 will also be much in excess of that received in 1934, Only in the case of hogs has the supply of animals been reduced below normal as a result of the drought and the Government's restriction program, But here it is found that the price of hogs has risen to such an extent that the total income received by the hog farmer is currently running approximately 20 per cent in excess of that received a year ago. Current indications are that this trend will continue during the twelve months.

Marketings of cattle are also running considerably below the unusually high level that prevailed a year ago, but the rise in cattle prices has increased enough to more than offset the decline in marketings and despite the fact that marketings have declined from a year ago, they are still running above the average for the years

1920-30

The same condition, only to a lesser degree, is true in the case of sheep. It is also important that one should note the unusually high activity in the wool industry. The rapid increase in wool machinery activity has increased the demand for wool to such a point that the excess carry-over which has existed in previous years will be completely depleted at the close of this season. This has resulted and is resulting in higher prices for The wool grower has received and will continue to receive substantial benefits.

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LOS ANGELES . Herald & Express MILWAUKEE . Wisconsin News NEW YORK . . . . American NEW YORK . . Evening Journal OAKLAND . . . . Post-Enquirer PITTSBURGH . . Sun-Telegraph

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# SEWSPAPERS

18 GREAT MARKET AREAS

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have resulted in lower prices. The decline in price has more than off-set the increase in production and sales, and income to the fruit growers this year will be little less than was the case a year ago, according to a study of present indications.

An analysis of farm income now would be incomplete without a consideration of the relief and benefit payments made by the Government to agriculture. During the first six months of 1935, these payments exceeded those made during the first six months of 1934 by 91.9 per cent. The total for the year, however, will be only about 20 per cent higher than in the preceding year.

In summarizing the farm situation, it seems that the total 1935 farm income will be approximately 15 to 25 per cent higher than it was in 1934, at which time, it is estimated total farm income amounted to \$7,300,000,000. Farm income of approximately \$8,000,000,000 this year seems a distinct probability, and an income of \$8,500,000,000.

seems possible.

#### Farm Income Gain Will Spread to Other Fields

Naturally, there can be no such gain as is indicated for farm income without there being some considerable improvement in manufacturing activity and, in turn, employment and payrolls. Without going into much detail, the industrial picture can be summarized as follows:

Inventories of both raw and finished goods are relatively low, and current sales are slightly in excess of manufacturing production. With industry being in such a well-balanced statistical position, the stimulus which will be received from farm income should increase employment and payrolls 10 to 20 per cent above the level of the corresponding period a year ago. During the first six months of 1935, manufacturing payrolls have exceeded the corresponding six months of 1934 by approximately 8.1 per cent. Thus, it seems reasonable to expect payrolls in 1935 to exceed those of 1934 by at least 10 per cent.

As is indicated by a study prepared by the National City Bank of New York, income distributed through profits in 1935 will exceed that of 1934 by quite a substantial margin. During the first quarter of this year, profits were 21.8 per cent above the corresponding quarter of 1934. They were 14.3 per cent larger in the second quarter of this year than in the corresponding quarter of 1934. Present indications are that this showing will continue during the latter half of 1935. The improvement shown in profits, however, has been partly offset by the decline in interest payments—the decline being due to the lower rates and large refunding operations.

#### Trend of Living Costs Should Be Considered

While the total income of the nation has improved thus far in 1935 as compared with 1934, and the prospects are favorable for a continued improvement, one should not overlook the trend in living costs, According to the National Industrial Conference Board, the cost of living during the first six months of 1935 was 5.5 per cent above that of the corresponding period in 1934.

However, as is indicated by the present supply-demand conditions of commodities, it seems that the cost of living will tend to stabilize near the current level and it is doubtful if there will be any rise in the latter part of this year as compared with the present level. Therefore, it seems that whatever increase does take place in income will be "real" in nature and the actual purchasing power of the nation will be increased by approximately the same amount to which income of the nation will be increased.

In conclusion, therefore, it seems that purchasing power for 1935 will show an increase over 1934 of approximately 10 per cent; and it seems reasonable, therefore, to expect sales to increase by the same proportion. The outlook for the mext six months appears to be the most favorable of any time since

recovery began.

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# Getting Ahead in an Agency

Advertising Executives Discuss Chances of Specialists and All-Around Men

#### By Bernard A. Grimes

E NOUGH has been written telling the beginner how to get started in advertising agency work. It is high time that the agency tops turned some of their solicitude toward the hundreds who have served more than a reasonable apprenticeship. What's ahead for us ?"

A fair challenge, this, from an agency employee. Looking for an adequate answer, I have taken the question to men who qualify as

agency tops."
"Is the agency business becoming a business of highly trained specialists," they were asked, "or is there still room for the good, all-around advertising man? Just what is ahead for the rank and file?"

Answers have been prompt and generous. Encouraging, too, but tempered with a sympathetic understanding of changing employee functions. Viewed from the standpoint of the agency as it is now set up, the answers tell those on the lower rungs, even junior executives, what they can do to get ahead.

They should consider first whether they will want to develop as specialists or as all-around agency men. The business, of necessity, has had to develop men along specialized lines. In doing so it has attracted many to its ranks who previously had never thought of engaging in One has only to agency work. consider what has followed in the wake of radio advertising to gauge the extent of the agency's evolution into its present form. Merchandising and research activities are other instances of development.

Emphasis on specialization confuses those who have entered agency work intent to learn a business. If they grow in one department, they do so with the fear that they will never know the business in all its phases, that they will have no opportunity to rise to the positions of executives who direct all activities. Should their goal be that of account executive, they may feel that the limitations of their day-to-day work keep them from it.

Nor is the all-around man without his worries. In comparison with a copy writer or radio program director, he can't point to much that is tangible. He may say to himself "The copy writer has a trade. More than that, he has a record of what he has done for advertisers, which he can present to back up his My work, on the other claims. hand, has been spread all over the lot and hasn't given me a reputation in any one thing.'

Specialists vs. all-around manwhat do agency heads have to say?

#### Testimony in Behalf of the Specialist

First, there is the testimony of the agency principal who speaks

for the specialist:

The so-called all-around advertising man is perhaps the product of a past era of the business. In the days when the term 'advertising' connoted principally the use of space in newspapers or magazines, and when the merchandising and research phases of the business were either disregarded or unknown, it was perhaps not unusual to find in one individual the equipment and the experience that was thought to make of him an 'all-around' advertising man.

"Today, with the various collateral forms of advertising, it is manifestly difficult to have one single mind encompass or embrace all of

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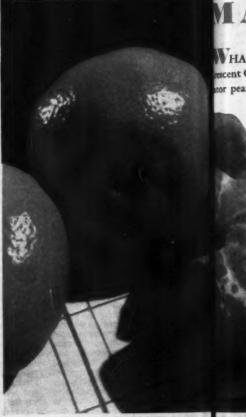
#### -DAILY-

New York Evening Journal
Chicago Evening American
Albany Times-Union
Syracuse Journal
Rochester Evening Journal
Boston Evening American
Detroit Evening Times
Wisconsin News
Baltimore News-Post
Washington Times
Atlanta Georgian
Omaha Bee-News
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San Francisco Examiner
Scattle Post-Intelligencer

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HEARST INTERNATION

NEW YORK . CHICAGO . DETROIT . CLEVELAND . PHILADELPHIA . ROC . ATLA

# Theans they're mandarines"

WHATEVER tangerines may be called elsewhere, residents of the rescent City know they are "mandarines," just as avocados are "allitor pears" though their first cousins are "calavos" in California.

From coast to coast, every section has its local way of thought and expression. The manufacturer who gets down next to his consumer by talking his language has found the one means that opens all pocketbooks.

Thus, the country can be sold, area by area, through the flexible approach which differs in timeliness and appeal according to local conditions.

A knowledge of those conditions is an important part of our service to advertisers . . . keeping alive to all developments in the 15 important areas covered by the 26 Hearst papers which we represent.



ON

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RODNEY E. BOONE, GENERAL MANAGER

IA - ROO - ATLANTA - MILWAUKEE - SAN FRANCISCO - LOS ANGELES - SEATTLE

these activities in a manner that would make him equally sufficient in all of these divisions. The agency of today is a composite of men trained in all of these activities with individuals specializing and surpassing in their respective fields.

"But it is inevitable that there should be the rank and file organizations which form the background against which the specialist must operate, just as there are stars and supporting casts in the theatrical profession, specialists and practioners in the medical profession."

This gives the all-around man the hope that he may break into the ranks of specialists. Maybe he and his fellows have observed as I have that a number of agency heads are chary of getting a reputation identifying them too closely with any particular field of agency service. Prominent though they be as experts on copy, radio or merchandising, they want this prominence soft-pedalled to avoid any mistaken impression of agency lop-sidedness.

#### Speaking for the "All-Around" Advertising Man

So the all-around man clings to the idea that his era is anything but over. This stand is supported by Henry Eckhardt, for years an account executive and head of the plan department of an agency before he became a partner in another agency, predecessor of Kenyon & Eckhardt, of which he is now president. He makes this contribution to the discussion:

"We believe that the best type of modern agency is that which uses specialists for the various creative, research and promotion services—and which uses an allaround advertising man as the account manager.

"In order to produce the highest standard of advertisements and research, it is necessary to find specialists and then to enable them to specialize. Conversely, the details of managing an account are today so heavy, and require exercise of judgment in so many directions, that a man of broad training and sound business instincts is necessary as account manager.

"It seems to me that none of this

complicates the opportunities for training or advancement. Good creative people still advance via the creative route; only, under the newer set-up, they are not cluttered up with details of account operation. Similarly, those people who are qualified by instinct and training to do factual work, naturally advance along such lines."

Account managers, Mr. Eckhardt points out, are drawn from many sources. Sometimes they are creative or factual specialists who develop the business capacity to become executives on accounts. Again, they may come from a manufacturer's advertising organization or from the publication field. Well-rounded business experience may be secured in many places, in his opinion. Incentive here, surely, for the all-around aspirants.

Following through for them I asked Mr. Eckhardt whether, under the agency set-up of today, it is possible for a man to get an all-around training.

"It is possible," and the italics are Mr. Eckhardt's, "for a man to get a sufficiently broad training to qualify as an account manager, provided such an individual keeps his eyes and ears open and makes the best of his opportunities. Despite departmentalization, the modern agency cannot be a completely cut-and-dried organization, and almost every job affords opportunities in many directions."

#### Concentrating on What Interests You Most

Of the same sort is the advice given by Robert Tinsman, head of the Federal Advertising Agency. Under his tutelage, a number of men have advanced to executive positions in his own and other agencies.

"After you get in an agency," says Mr. Tinsman, "no matter what your job, the only short cut to advancement is to concentrate on what interests you most and on which, naturally, you will do a better job. A case in point is my own beginning. I started on the Wall Street Journal as a reporter. I got into the advertising department by re-writing some advertising

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fillers which the Journal used for itself and its services. These fillers had not been changed for months or years until I re-wrote them—entirely on my own time.

"They got the attention of the business manager, on whose request I was transferred to the advertising department. This was what I wanted. It illustrates what I mean by looking around until you find what interests you and then creating your own chance to work at it.

#### If Not Statistically Minded, Let Him Try Copy

"If a young man is in the research department, and finds that he is not statistically minded, maybe he should try his hand at two or three pieces of copy. He should do so with the cognizance of his department head and on his own time. When he is satisfied that he has done his best, he should ask permission to submit the results to the copy chief.

"If a young man in a copy department decides that he is not habitually situated to do his best work, let him make an independent survey on something in which his department is in doubt, and submit it to the head of the research de-

partment.

"How many men must there be in media departments who feel that they are not getting along? There is more to being a good media man than knowledge of circulation costs and territories. Maybe some of these men would build greater interest in their work and advancement, too. if they concerned themselves with a constructive study of any class of media, summarizing the results for presentation to a hesitating client."

Mr. Tinsman's three suggestions well describe the viewpoint of executives who declare that advancement depends on the man and his capacity for self-training. All incentive for development cannot be expected to come from the agency. Those at the top want a second and third line of defense, but those who are looked upon to fill these important places must show initiative of their own.

The policy followed by the G. M. Basford Company in preparing its

younger men reveals how deeply an agency may concern itself with the problem. This agency specializes in industrial marketing and advertising. An insight into its personnel-building policy is provided by Roger L. Wensley, president:

"When Mr. Basford started the agency, he resolved to utilize a plan which he had been using in the railroad business for many years. This plan, briefly, was to bring intelligent young men into the business and provide enough opportunity in that business for them so that they would find in it a successful and profitable career.

"He realized that the only way that a considerable number of young men could be employed without any special training in a business such as that of an advertising agency would be as stenographers and secretaries. So, from the beginning, our agency has not employed girl secretaries. Since 1916, when this agency was founded, we have employed only male stenographers.

#### Promoted According

"These young men are then promoted according, to their inclinations. They are encouraged to take night courses along lines in which they are especially interested, although this is not obligatory. Eventually, these young men become assistants to account executives or they land in the production department or graduate into space buying.

"Our present space buyer, William Schink, started in as a stenographer. Thus, under this system, we have a capable supply of junior executives coming along.

"However, it is impossible for us to grow our own major executives. The agency has been expanded by constantly going into new lines of industry. Before going after steel accounts, we went out and hired an experienced advertising man who knew the steel business. We did the same thing when we began to go after the chemical industries, the mining fields, etc. A few months ago we decided to start a building depart-

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For Every Advertiser Who W. Sell



This survey, based on 147,360 interviews, has never nutes been successfully challenged. It has stood the test of time because it deals only with fundamental facts int ou and because the conditions it discloses have prevailed for many years. For the same reasons its value will remain constant for years to come.

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Wasell More Goods in Chicago

R. ADVERTISER, do you want full value for your advertising dollars? you want to concentrate your adverng where buying power is concentrated o you want to sell more goods at lower ertising cost? If so, this book is for U—it tells you how!

Telephone or write our nearest office lask a representative to call at your wenience. It will take him just fifteen nutes to go over the book with you and nt out the facts that have a bearing on ar sales in the Chicago market. You will dit time profitably spent.

# GAILY NEWS

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YORK--CHICAGO--PHILADELPHIA--DETROIT--SAN FRANCISCO

ment. So we went out and engaged the best man we could find to head

up this division.

"Thus, our personnel is made up from two sources, the juniors for the most part coming from the stenographic force and the account executives and department heads coming from a varied and successful career on the outside."

E. V. Alley, of Richardson, Alley & Richards puts in his vote for putting beginners through the mill in the old-fashioned manner.

"I believe," he says, "that a young man needs training in all the departments of agency work. He needs a knowledge of advertising production and copy writing. He should know something about the principles of layout. Summed up, my belief is that the all-around training that many of us got in the earlier days is just as necessary today."

Our next executive to enter the discussion comes from the Pacific Coast. He is Emil Brisacher, head of the agency bearing his name. He's for the all-around man, but not without a pertinent comment on the potentialities open to the specialist. I quote the following

from his letter:

"The agency men who are trained in medium-sized agencies such as ours, receive a far greater understanding of all departments of the agency than does the personnel of the large agency. We have no sharp drawing of departmental lines. Individuals are often simultaneously partially working in sev-

eral departments . . . therefore, after several years they usually possess a complete comprehension of the functioning of all departments.

"Training such as this enables each individual to gravitate to the work that he likes best and does best, eventually producing an everincreasing degree of specialization.

"I believe that the individuals who possess unusual specialized ability are certain to make the most money by concentrating, while those possessing only mediocre specialized ability are better off when they supplement their specialty with general ability in several departments of advertising. Both will then usually be on a comparable income basis if the ones who possess mediocre ability are willing to work harder."

Mr. Brisacher, in his final paragraph definitely answers the young man whose question "What's ahead for us?" has occasioned this symposium. And that young man should be convinced that the "agency tops," as he calls them, are not without solicitude for his

kind

Perhaps it is fitting to add a remark made to the effect that what's ahead for agency personnel depends on what is ahead for the agency business itself. The discussion merely opens with this article. Other executives will follow, whose interest in the subject has been aroused.

Meanwhile, what is to be heard

from the rank and file?

#### Advertises New Cigarette

Mark O'Dea & Company, New York agency, has begun a test campaign in Cincinnait for Julep cigarettes in newspapers and on the radio. This new cigarette, featured as "Mint-cooled." is the product of the Julep Tobacco Company, Boston. The plan is to add cities in the Middle West to the schedule.

#### Has Snider Packing Account

The Snider Packing Corporation, Rochester, N. Y., Snider Catsup and Lily of the Valley canned vegetables, has appointed Stewart, Hanford & Frohman, Inc., of that city, to handle its advertising. Newspapers and radio will be among the mediums used.

#### Returns to Ayer

C. Halstead Cottington has rejoined N. W. Ayer & Son, Inc., as an account executive in the Philadelphia office. For the last six and a half years he has been with the Campbell-Ewald Company in Detroit and New York, serving variously as art director, radio executive and account executive.

#### To Join Free & Sleininger

A. L. Bowman will join the sales organization of the Chicago office of Free & Sleininger, Inc., radio station representative, on October I. He has been with the Commercial Credit Company for the last eleven years, most recently in Chicago as district manager. Rut of reau of Depart are mo organi year. "Th

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### Business Studies New Deal Policies Critically

At the Boston Conference of Distribution this week business in its relation to the Government and the consumer was put under the microscope. From the many excellent papers delivered at the conference a number of significant paragraphs have been chosen. They indicate how controversial are the many problems facing distribution today.

R UTH O'BRIEN, chief, Division of Textiles and Clothing, Bureau of Home Economics, U. S. Department of Agriculture: "There are more and not fewer consumers' organizations than there were last year.

"There is also an increase in courses dealing with consumers' education-courses both in the theory of economics and in the selection of specific merchandise. And these courses are for the elementary school children up to the graduate student in college. This, too, is a logical development of the times. For years the schools were criticized for giving chiefly cultural courses, considered, by some, impractical for the great mass of children in the public Educators were school system. urged to 'teach for living' and so gradually curricula were changed to include more so-called practical

"Consumer education fits right into such a program. It is not to be wondered at that home economics and other educational agencies are now flooded with requests for study outlines and illustrative material for teaching family budgets and more intelligent selection of goods on the market. And isn't it pretty sensible after all to teach boys as well as girls something about family finance and buymanship? Isn't this a very logical parallel to the many courses in salesmanship?"

Joseph H. Appel, executive manager of John Wanamaker: "The predatory cut-price merchant, if he is intellectually honest, admits the cheapening processes in stores, in the market, in workers. He rests his case finally on this one special argument: it benefits the

"But the consumer is now getting wise to the game. He saves a little money in buying standard, trade-mark articles at cut prices, although he wastes considerable time and patience in waiting in line to get them; but he finds that he spends more in merchandise that has been cheapened. Above all he pays too much for merchandise that the store sells at a higher than normal profit in order to make up the profit loss in cut-price merchandise. Some consumers are now discovering this, and while they buy the cut-price things at a cut-price store, many of them go to another store for their other purchases because they know they will not be overcharged there."

Melvin T. Copeland, professor of marketing, Harvard Business School: "The cost of living in the United States of America has been rising during the last year. Nevertheless, the advance which has taken place to date is mild in comparison to that which probably will come during the next several years. For business men this means higher expenses, greater inventories, the need for larger working capital. and the perplexities of continued political agitation.

"The reasons for expecting a rise in prices are: (1) a natural rebound from the depths of the depression; (2) artificial shortages created by restrictive actions; and (3) currency and credit policies of the United States Government. The currency, and credit policies of our

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the price situation."

C. O. Sherrill, president of the American Retail Federation: "Among typical wastes in distribution may be cited that of returns of merchandise. These amount to approximately \$160,000,000 a year in the United States. Another waste in retailing is found in the losses due to bad debts involved in charge accounts. The wastage due to improper grading of farm products has been estimated by the Consumers' Council at approximately 10 per cent of the total farm product value; namely, \$500,000,000 per year. In one large retail company the warehouse and transportation cost was reduced approximately 25 per cent, or \$1,750,000 per year, through better methods that cut out previously existing waste and gave at the same time better service to stores and to the public.

"One of the greatest wastes in distribution occurs when the Government undertakes to produce and distribute goods in competition with private agencies. Illustrating this point, the Secretary of State for Air for England says 'It costs three times as much to buy an airplane from a Government factory as from a private factory.' Even were there no waste in distribution, the cost of placing goods in the consumers' hands would be

considerable."

E. C. Morse, general director, Associated Wool Industries: "A well-known fabric manufacturer (C. K. Eagle & Co.) believing that facts sell merchandise, recently had every fabric tested by the official testing laboratory of the N. R. D. G. A. and tagged every bolt of goods with specific facts based on tests made. This company reports that these tags definitely helped sell their merchandise to the store.

"However, they report that in many instances the retailer removed these tags and replaced them with their own store tags, these tags carrying no specific fabric information. Some of these fabrics were made of silk, some of Bemberg, etc. Some were washable, some were not washable as stated

on the original tags. If the facts contained on the original tags were valuable to the company in selling the merchandise to the store, it is difficult to understand why the retailer would not regard them as helpful in selling the consumer."

Dr. Kenneth Dameron, associate professor of marketing, College of Commerce, Ohio State University: "Government activities have definite effects on the functions and structure of distribution. Some of these effects are restrictive; some are timing and accelerating; others offer a market opportunity. The whole situation sends out a challenge to the individual distributor and to groups of distributors.

"The problem in general (Government effects on distribution) resolves itself into several questions:

"(1) To what extent do Government activities affect (a) distribution functions (b) distribution structure (c) trade organization (d) price structures?

"(2) To what extent are Government activities of (a) an emergency character (b) a long-run

character?

"(3) To what extent are relief measures 'habit' forming? Once begun, do-they have to be increased? As a result of them, are market opportunities real or temporary substitutes for a dole?

"(4) Are we headed toward freezing processes in distribution which will retard recovery?

"(5) Have we interpreted adequately the role of prices? Do rigid prices retard recovery? To what extent is flexibility in price a factor in economic control?

"(6) What are the limits of cooperation among business groups? Between business groups and

Government?

"(7) How can principles of business interdependence be connected with the interests of the individual concern as e.g., retailer and manufacturer?

- "(8) What are the objectives of the Government program—recovery, reconstruction, regimentation?
  - "(9) Can American business

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# STABILIZING FACTORS IN LOUISVILLE BUSINESS



#### TOBACCO-

Smokers of America sent millions in trade dollars to Louisville during the depression. Internal revenue figures reveal that on cigarettes alone there was an increase from \$1,729,146 paid in taxes in 1928 to \$38,100,426 in 1933. This last figure has remained fairly constant during the recovery years but it is expected, in the very near future, to soar to even greater heights. In anticipation of this, Louisville tobacco plants are spending hundreds of thousands of dollars in enlarging and improving their plants.

Louisville was one of the cities least affected by the depression and today, bank clearings, retail sales and other business barometers clearly indicate that the Greater Louisville Market is one of the most fertile fields for selling effort.

# The Conrier-Lournal. THE LOUISVILLE TIMES.

Give you complete coverage of this market, without competition, from dawn to dusk . . .

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

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govern itself? Can it set its house in order with reference to trade practice and labor problems?

"(10) Are there any standards by which business or Government can determine the course of economic reconstruction?"

C. M. Chester, president, General Foods Corporation: "The latest Washington threats are particularly significant because, as I think many industrial and economic observers will agree with me, of all industries, the food and grocery industry in the United States must rank high on the three standards of (1) purity and whole-someness of merchandise, (2) small margin of profits due to intense competition and the day-by-day scrutiny of the 26,000,000 housewives who prepare the nation's meals, and (3) fair dealing, fair hours and wages, and fullest opportunities for the industry's employees. Leaders in the packaged food industry have taken pride in the fact that they have spent millions of dollars which might have been pocketed in profits to create and maintain the world's finest research laboratories, experimental kitchens, and consumer and university study to the end that the foods which mean health for our

people and sturdy growth for our future citizens might be made more nourishing, more economical, more easily prepared by our womenfolk who have thus been liberated from most of the old-time kitchen drudgery.

"Our food factories are models of efficiency and cleanliness. We give employment not only to the many thousands in our factories—where labor troubles bred by dissatisfaction are almost non-existent—but to millions of farmers, of-fice workers, trainmen, salesmen, clerks, truckmen, and men and women workers in many industries, including building construction, machinery, boxes, motor cars and trucks, advertising, glassware, cans, printing, transportation, oil, steel, and many others.

"Even during the worst economic ordeal known to the modern world, the people of America—those gainfully employed and those unemployed—have been better nourished and fed on a greater variety of fine foodstuffs than have the inhabitants of any other country....

"And yet—on the heels of a Presidential breathing spell," comes this mysterious and unjustified threat. . . . 'U. S. SERKS FUNDS TO START PROBE OF FOOD TRADES!"

#### Detroit Office for Sawyer-Ferguson-Walker

The Sawyer-Ferguson-Walker Company, publishers' representative, observed a Detroit office in the New Center Building. Clark Stevens, formerly with the Campbell-Ewald Company and more recently with the George A. McDevitt Company, is in charge.

New Liquor Campaign

The Illinois Retail Liquor Package Store Association has appointed Critch-field & Company, Chicago agency, to handle its advertising. A group of five brands, bottled exclusively for the association, will be sold only by members. A campaign in newspapers will be conducted.

#### Frigidaire to Lord & Thomas

The Frigidaire Corporation, Dayton, Ohio, refrigerator and air conditioning subsidiary of General Motors Corporation, has appointed Lord & Thomas as its advertising agency.

#### Barnett Manager of WOOD-WASH

Co-incident with Station WOOD-WASH, Grand Rapids, Mich., becoming a full-time outlet of the National Broadcasting Company's Red and Blue Networks, Stanley W. Barnett has become manager. He was formerly manager of Station WBALs, Baltimore, having been in the radio business since 1921.

#### Griswold with Cone Agency

Arthur R. Griswold, formerly vicepresident of McCann-Brickson, Inc., New York, and later bead of his own agency, has joined the Andrew Cone Advertising Agency, of that city, as vicepresident in charge of new business.

#### Hagg Adds to Staff

Clayton Finch, former advertising manager of the Shawnee, Oklas, News-Star, has joined the Chicago office of Arthur H. Hagg & Associates, publishers' representatives.

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### News Letters to Men on Road

Twice-a-Month Build-Up, Free from Preachments and "Inspiration," Is Welcome and Helpful

#### By Charles A. Emley

NOT the least important of the duties every sales executive is called upon to perform is that of writing letters to his salesmen. "Bawling out" letters are often

"Bawling out" letters are often fatal to a salesman's initiative and ambition. The "pep" letter, relic of a bygone day, emphasizing the value of the cardinal virtues of pluck, perseverance, the never-saydie spirit, is of little avail in helping the salesman to solve the stiff problems he encounters day in and day out

While he welcomes occasional messages of an inspirational nature, he needs more than these. He needs advice, hints, suggestions, supported by facts, as to how he can solve his problems and lick his quota. Happily most sales executives realize this and fashion their letters accordingly.

One of the most successful series of general letters to salesmen in the De Long Hook & Eye Company's repertoire was christened "Over the Back Fence." Besides facts regarding general business conditions and conditions the industries with the company is allied, these letters contained news items about the selling activities of the salesmen, announcements of new products, bits of philosophy from the pens of famous men, an occasional brief editorial or a few words of commendation written by the president of the company, here and there a dash of humor.

The letters, typewritten on interdepartmental letterheads and issued semi-monthly, were free from preachments such as characterized the "pep" letters of another age. The advice and suggestions embodied in them were usually reinforced with "case" illustrations taken from the actual experiences of the company's salesmen in the

The feature that elicited the most favorable comments was the news items with regard to the selling activities of the salesmen. At least one paragraph in every letter was devoted to an explanation of how this or that salesman had increased his volume in the face of discouraging odds, unearthed a new outlet for a certain item, brought an erstwhile obdurate prospect into the fold or performed some other noteworthy feat.

#### Salesmen Looked for Story of Their Own Exploits

As can well be imagined, each man carefully read every issue of "Over the Back Fence" in the hope that therein he would find recorded the story of one of his major exploits.

Many salesmen, determined to achieve the honor of having their names in print, quickly contracted the habit of reporting their out-of-the-ordinary accomplishments to headquarters.

Space precludes reprinting an entire letter here, but we shall briefly review the high-lights of a typical issue.

The leading item is headed "selling yesterday and today" (each paragraph bears a heading). It compares the glad-hand tactics employed by the breezy salesmen of yesterday with the more scientific methods used by the salesmen of today. A story relating how a De Long salesman by exercising his powers of observation to the limit found a new, profitable outlet for a company product is used to illustrate the advantages of modern selling methods over those popular in the Mauve Decade.

Then follows this thought-pro-

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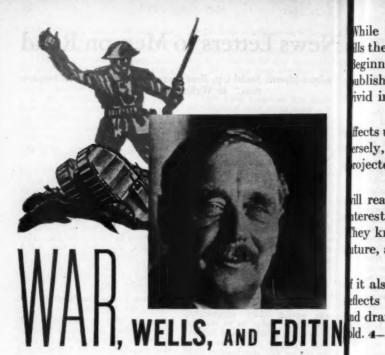
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Twenty-two years ago, H. G. Wells predicted atense war which would start with a German invasion Belgium and France. British statesmen, even War Office, called it "impossible." But within year, Wells' prophecy was proved tragically com

Once again the headlines tell the or nous story ... "British Fleet Masses at Malta" ... "Rom Legions Sail" . . . "All Leaves Cancelled." Somewhere, some unknown Sarajevo, stands the man with the pist

Atlanta, Baltimore, Birmingham, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Dallas, Detroit, La Marches, M.



NEW YORK: 490 Lexington Avenue

CHICAGO: 360 N. Michigan Avenue

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While the world waits in apprehension, while war talk ils the air, Wells writes again of the future—and of war. Seginning next Sunday, September 29th, This Week ublishes "Things to Come," a new serial by H. G. Wells, ivid in its presentation, tremendous in its implications.

"Things to Come" is the story of war as it fects us—our sons, our daughters, ourselves. It is written ersely, graphically, in a new scenario form. It is news, rojected and interpreted in fiction.

Millions of Americans, aroused by talk of war, ill read "Things to Come" with a special and personal sterest. They fear that war, if it comes, will come to them. hey know Wells as a great teacher, as a historian of the sture, as a vital and human writer.

As you, yourself, read "Things to Come," think it also as an example of editing. In spirit and form it elects This Week's whole editorial idea: 1—It is swift ad dramatic. 2—It is timely. 3—It is simply and briefly ild. 4—It is linked closely to life as it is lived by the reader.

This basic editorial philosophy is building an predictal tense reader interest. More than four-and-a-quarter

million families have discovered that This Week is what they want. And many respected advertisers have found that this acceptance makes sales.



# THIS WEEK

s, Detroit, in Mwaukee, Minneapolis, New Orleans, New York, Omaha, Philadelphia, Pittsburgh, St. Louis, Washington

# PERS MAGAZINE CORPORATION

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SAN FRANCISCO: III Sutter Street

LOS ANGELES: Lincoln Building

voking paragraph titled "Consider Columbus":

You will never get what you want unless you go after it; and if you go after what you want and still do not get it, you may get something else worth as much or more. Consider Columbus. He went after the East Indies and got America!

The paragraph that follows tells how, largely by conferring a favor upon a buyer, one salesman won a new account—an account he had been trying to land for years. As this is a typical "case" illustration, it merits reprinting in full.

"help them and they will help you"

Some salesmen are content to concentrate their efforts on selling merchandise. Others, while never losing sight of the importance of emphasizing the quality and salability of their wares, try to be of extra service to their customers. They suggest effective displays and often help to arrange them; they pass along timely market news; they explain how certain unusually successful sales were staged, and so on. Ordinarily such salesmen get the cream of their customers' business. About a year ago, to cite a concrete example, through the efforts of Dan (De Long salesman), the notion buyer in a small store secured a position as assistant buyer in —, one of the largest stores in —. The buyer then in charge of the department paid little attention to staple notions with the result that he purchased no De Long products. Some time ago he was dropped by the wayside and the woman Dan had recommended to assist him became his successor. Thanks to Dan's thoughtfulness in helping her to get where she is, and to other help he gave her from time to time, she is featuring the De Long line in a big way and declares that she will continue to do so. Dan's reward for this extra service is additional business and additional income. "Bread cast upon the waters . . .

Joins Columbia "State"

Ron H. Carson, merchandise manager of the Richmond Times-Dispstch, has resigned to join the advertising staff of the Columbia, S. C. State. The next item is a brief report of the results of a factory test to determine the relative merits of a certain product and several competitive brands. Then comes this story which is self-explanatory:

"he's a salesman"

He has a newsstand at 34th Street and Woodland Avenue, one of the busiest street intersections in Philadelphia. During the morning and evening rush hours, a line of automobiles stretches for several blocks in one direction or another awaiting a green light. The newsie, a bundle of papers under his arm, walks briskly between the rows of cars shouting his "wares." You'd be surprised how many sales he makes. He, of course, could emulate a rival newsie. who holds forth on another corner, and stay at his stand to hand out papers to passersby who ask for them.

Instead, knowing that those who pass his stand and want papers will take what they want and deposit their money in the tin cash-box provided for their convenience, he goes after extra business. Harder work, to be sure; but the reward is decidedly worth while. The moral is obvious.

This issue of the letter also includes excerpts from letters voluntarily written by buyers to the main office commenting favorably on the quality and easy salability of a new product; an inspirational paragraph entitled "cushions or crosses?" based upon a radio sermon heard by one of the sales executives; "Is this a record?" a paragraph complimenting a salesman on the unusual volume of business he did over a certain trying period and several bits of humor.

In a word, "Over the Back Fence" encouraged wholesome, friendly rivalry among the salesmen; it was a clearing-house for practical, tested, sales-building ideas which all of the salesmen could use; it strengthened the salesmen's confidence in, and loyalty to, the sales executives.

L. D. Young with "Barron's"

Lewis D. Young, formerly with the New York Sun, has joined the advertising department of Barrow's Weekly, of that city.

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## No Substitution Here

How Mule-Hide Trade-Mark and Good-Will Are Protected by Advertising

> As Told to Andrew M. Howe By Tom Lehon

Vice-President and General Manager, The Lehon Company

I MITATION and substitution go hand in hand with the success of a trade-marked, advertised product. Imitation is largely a problem for lawyers to handle, whether it be infringement of product patents or trade-mark rights. Substitution is a merchandising problem.

The manufacturer who develops a product that has distinctive features, one that stands out conspicuously in the crowd of competitors, or who builds up an acceptance and appreciation of a new type of product before others get into the field, will eventually find that dealers are substituting. That is, he will have this trouble if he has not built his merchandising foundation carefully and solidly.

Substitution is an evil that is difficult to cure. The advertiser who once lets it get started is in for trouble. But if the dangers of substitution are recognized early enough it can be kept pretty much under control.

There are two principal causes of substitution.

1. The manufacturer, for a variety of reasons, does not have the good-will of the trade. Dealers deliberately push something "just as good"; they prefer to sell

other products.

2. The manufacturer permits his trade-mark to become a generic term. Trade and public become accustomed to referring to a certain type of product by this one trademark that has been established at great expense by the pioneering manufacturer. Dealers substitute naturally, hardly being conscious of their offense. The public buys substitutes unconsciously after having been sold on a specific brand

by the manufacturer's advertising.
Both types of substitution are
much easier to prevent than cure.
The manufacturer who is fully
aware of the dangers ahead can
take steps that will go a long way
toward building and holding dealer

loyalty and firmly attaching his own trade-mark to his product alone.

In the building material field, with which I am naturally most familiar, I have seen once valuable trade-marks become generic terms. I have seen good products, made by reputable, well-intentioned companies pushed out of their rightful

places as leaders because the manufacturers had neglected to sell something more than the product to dealers.

#### Has Never Relaxed Efforts to Prevent Substitution

For many years we have devoted a great deal of thought to the prevention of substitution by protecting both our trade-mark and our reputation. We have never, for a single moment, relaxed our efforts along these lines.

Although we did not realize it at the time we adopted our trademark, thirty years ago, the mule's head in a circle containing our trade name and a slogan, has been by far the greatest single factor in the success we have had in combating substitution. That trademark has been conspicuously displayed in all of our advertising, in all of our sales literature and in every other possible place. The two, the trade name and the picture, have been inseparably impressed upon the minds and memories of public and trade. Without the picture the term "Mule-Hide"

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# She said... a can of peaches"

P. S.-She Bought Your Brand

WE use a can of peaches as an example, but it really doesn't matter. It might have been soup, or soap, or salt, or any branded food product.

The point is, she didn't ask for your brand, but that is what she bought, and the reason she bought it was because the grocer was in there working for you. You had the grocer sold. He wanted to sell your product. He suggested it, and this woman accepted his suggestion.

More than a third of the time women say, "A can of peaches, "A box of salt," "A can of coffee"—they don't specify any brand. And in ne might be, wought mean a great deal to any food manufactorer one way or the other.

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More than a third of the time women say, "A can of peaches, "A box of salt," "A can of coffee"—they don't specify any brand. And in ne might be, wouldn't mean a great deal to any food manufacturer one way or the other.

But 75,000 leading grocers are quite another thing. These grocers collectively wield tremendous power because they influence the food buying of 15,000,000 housewives.

In addition to suggesting your product when women don't specify a brand, leading grocers will advertise it in their own advertising, feature it in their windows, display it in their stores—if they are sold on it themselves and want to sell it.

Furthermore, these grocers do most of their influencing at the point of sale, where and when decisions are being made and buying is being done. And isn't that the time and place where selling will do you the most good?

Advertise to the leading grocers. Sell them on your product and they will sell more of it for you. Through The Progressive Grocer you can reach the top-notch grocers of the United States, the buying offices of all food chain stores and all leading wholesalers and brokers.

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might very well have become generic. It would, we are sure, have been used commonly by dealers in referring to any tough roofing material. But today, Mule-Hide means one brand of roofing, the brand that carries the picture of the mule's head. We have deliberately and consistently emphasized the fact that without the silhouette of a mule's head a roofing is not Mule-Hide.

Not every manufacturer is so fortunate in the selection of a trade-mark. But when a trade-mark does accomplish what ours does, then it should be used for all it is worth. A good trade-mark is more than an identification symbol. It can be and, if there is danger of substitution, should be the backbone of a manufacturer's advertising and promotion effort.

Quite some years ago a legal friend of mine remarked that we didn't half appreciate the value of our trade-mark. If there is anything, I replied, that we don't know about this trade-mark I'd like to know what it is. His answer, I think, not only explains the power of our trade-mark but contains also a thought worthy of a study by all advertising men: "It isn't what one reads in advertising that counts but what one remembers. Your trade-mark is unforgettable."

It is. The trade name and the picture are closely related. The trade name tells our sales story—toughness and durability. The silhouette is unusual and reiterates the trade name pictorially.

#### Trade-Mark Has Prominence in All Advertising

In combating or preventing substitution our primary job is to make certain that every one concerned is familiar with our trademark. This we are doing and have been doing for many years. In all of our printed advertising it always occupies a prominent place in each advertisement and sometimes dominates the display. Every roll or package of Mule-Hide roofing carries this trade-mark. It is repeated every few feet on a roll so that the identification will be conspicuous right up to the end of the roll. Our display cards, win-



Note the emphasis placed on the trade-mark in the bold-face copy in addition to the reproduction of the mark in two places

dow streamers, dealer identification signs, pamphlets, direct-mail literature, letterheads, salesmen's cars practically everything, carry this trade-mark. We encourage our dealers to display it prominently.

We do this not only because of its identification value, to let people know where this product can be obtained, but also because of its influence on the dealer. It is not easy for a dealer to offer a substitute when a customer asks for Mule-Hide if our trade-mark is conspicuously displayed. The dealer has identified himself. applies, of course, only to those dealers who may have some slight disposition to push another material. As I shall explain, we operate our business in such a way that this should seldom happen. there are times when substitution is a temptation and we want our trade-mark constantly on the job so that the dealer will not succumb to these temptations.

One of our most successful dealer identification ideas is the painting of the trade-mark, in large proportions, on the side of the dealer's building. We furnish a stencil and pay a local painter wherever a dealer is willing to display our

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the arge lealencil ever trade-mark this prominently. It is valuable advertising for the product, it clearly identifies the place where it may be purchased, it is permanent, until the building is repainted, and it constantly reminds every employee of the lumber yards that Mule-Hide roofing is one of

their leading products.

So much for the trade-mark. Equally if not more important in getting dealers to sell our product when it is asked for and recommend it when it is not specified by name, is the standing of the company with the trade. Just as we were fortunate in adopting a trademark that is so effective, so are we fortunate in being able to distribute our product through building material outlets. Such dealers are almost always unusually high type, substantial citizens. We aren't bothered with the fly-by-night, inand-out dealer. The lumber dealer is an excellent credit risk. credit losses have always been negligible.

But while our dealers have rated highly as good business men, some of them are handicapped in their merchandising efforts. They are usually located on side streets where what few displays they may use are seen by a handful of people and many of them have been reluctant to go out and look for

business.

We recognized a long time ago that what a great many of our dealers needed was not so much help in selling our product but help in selling all of the building materials they carry. This has been particularly true in recent years. Formerly, when there was so much building going on, lumber dealers everywhere prospered. Buyers came to them and they did not feel the necessity for aggressive merchandising.

Today, however, more and more of these dealers are learning that there is business to be had by those who will go out and look for it. They are learning that they must be more than just suppliers. They must be good merchants.

This is where we come in. We are not only telling the dealers how they can become good merchants but are furnishing them with some

of the necessary material. Our unselfish efforts are appreciated. We benefit through loyalty and this loyalty is by far the best antidote for substitution.

I shan't attempt to describe all of the ways in which we are showing dealers how they can become good merchants. Such a job must be done in many ways. We send a "Tom Lehon's News Letter" every month that discusses a great many of the dealers' problems and offers suggestions but seldom talks about Mule-Hide roofing. Only three or four times a year do we run in straight sales letters about our products. We talk about the Federal Housing Act and outline specific plans for taking advantage of We talk about mail-order competition. We discuss co-operation among retail lumber dealers. We did talk about the Code.

#### Letters Are Long and Personalized

These letters are fairly long and are written and signed by myself. Incidentally, a great deal of our material is personalized because, naturally, after being in the business for more than thirty years, working with dealers during that time, I have become fairly well known. Dealers, being individuals, like to discuss their problems with another individual. Suggestions can be offered much more freely by a man who is known to the trade than by a company.

Our work in getting behind the FHA is typical of our unselfish attitude. We have worked with the dealers to get them to understand the FHA and use it. We haven't confined our efforts to roofing. We have taken in the whole broad home improvement movement. We have furnished window streamers to the dealers, advertising the fact that they can help get FHA loans for home improvements. The only advertising for our products on the many of these streamers has been inclusion of our ever-present trade-mark. Other streamers have been devoted to roofing.

We have prepared two directmail series to be sent to consumers. One is for the home market and

Which? Mrs. Charles Win-throp Peele whose larders are and who last dropped in at a grocer's to purchase milk for stocked from the ultra shops, the Orphans' Fete a dozen years

pects for every grocer, butcher and baker for blocks around? Mrs. John Henry Jones whose family of four are gilt-edge pros-

Which? Mr. J. Wiley Puyster whose suits and shoes are customenade. and is proud of his car that he chauffeurs himself?

and baker for blocks around? Which? Mr. J. Wiley Puyster whose suits and shoes are cuschauffeurs himself?





I ANUTACTURERS cannot profitably forget that the world is not peopled exclusively with men and women who pretty dry brain fare for the average person, but the story of "Four Widowed Cinderellas All Sitting Pretty," as it appeared in The American Weekly, is certain to win an live on Easy Street and who are perennial patrons of the opera. For whether we like it or not, popular taste for art, literature and science runs to fairly simple and colorful "The Psychology of the Emotions" would be enthusiastic reading. expression.

Factors of Hemophilia," but if you tell him that the Royal Family of Spain has a strange disease-that their blood doesn't clot . . . the prick of a pin may cause bleeding to The man in the street isn't interested in the "Etiological death-even the sport page won't lure him away.

science, philosophy, religion and sociology are given form and substance . . . are made to live and breathe under an In The American Weekly the great abstractions of editorial style that is unique in magazines. You may not

power of the more than 5,500,000 families who read The ike your culture dispensed with so colorful a hand, but over five and a half million substantial American families each week prove that they do. You won't find their names in Dun & Bradstreet's, but in 1934 only 320,000 people filed U. S. trast this startling minority with the combined buying American Weekly-most of them with individual incomes Government tax returns on incomes of \$5,000 or more. ranging from \$1,200 to \$5,000 a year.

# Where this Magazine goes

The American Weekly is the largest magazine in the world. It is distributed through the 17 great Hearst Sunday Newspapers. in each of 158 cities, it reaches one out of every two families in 146 more cities, 40 to 56% of the families In an additional 139 cities, 30 to 40% in another 171 cities, 20 to 30% . and, in addition, more than 1,982,000 families in thousands of other communities, large and small.



"The National Magazine with Local Influence Main Office: 959 Eighth Avenue, New York City

the other for the farm market. These are four-page letters in color. They contain a letter on the first page and some photographs. The remaining pages are devoted to more pictures and a discussion of home and farm improvements. In these we attempt to show people the possibilities in improving their homes, both exteriors and interiors. We show bathrooms, bedrooms, dining rooms, fences, fireplaces and laundries. We aim, in other words, to help the dealer sell everything that he carries, including roofing. Mule-Hide is subordinated in all of these letters. Only when we talk about roofing, which is included naturally along with all the other materials, do we mention the Mule-Hide trade name. Our trademark appears only once on each piece, on the last page and then not too conspicuously.

These letters are sent out by us for the dealers to a list of names We do not which they furnish. We do not charge for this service. The dealer pays only the postage, nothing else.

Thus we demonstrate to the dealers in many ways that our interest in his success is not entirely selfish. We want to sell Mule-Hide roofs, of course. But we want the

dealer to prosper.
All of this results in good-will. And good-will, as I have said, means that there will not be much substituting. Dealers whom we have helped to obtain more business in all their lines are not likely to push a competing product at the expense of ours.

The combination of these two things, our trade-mark and our good-will, is the best answer we know of to the substitution prob-lem. Without these behind a company and its product the inclusion of the trite "accept no substitutes" is a weak solution to the problem. All of our advertising does contain a similar admonition. We put it in stronger language. We tie it up with our trade-mark and we know that if the reader does follow our advice he will get our products.

#### Heads Columbus Bill Posting

Thomas I. Kaplan, who recently sold his interest in the Central Outdoor Advertising Company, Toledo, has become president and general manager of the Columbus Bill Posting Company, Columbus, Ohio. William R. Ortman, associated with the Columbus company for twenty-three years, has been named vice-president and assistant manager. Mrs. L. R. Hood is secretary. Mr. Kaplan has purchased an interest in the firm, while actual control continues as here-tofore. tofore.

Davis with "Wall Street Journal" Lealie Davis is now with The Wall Street Journal, New York, as research and promotion manager after ten years in charge of publicity with Ernst & Ernst. Before that he had been with the Frank Presbrey Company.

#### Oldsmobile Names Watson

J. W. Watson has been appointed assistant sales promotion manager of the Oldsmobile division of General Motors Corporation at Lansing, Mich.

#### Appoints Simpson-Reilly

Home Arts-Needlecraft, New York, has appointed Simpson-Reilly as its Pacific Coast advertising representative.

#### Ostermoor Names Moser & Cotins

Ostermoor Names Moser & Couns
With the appointment of Moser &
Cotins, Inc., New York, to handle its
advertising, Ostermoor and Company,
Inc., New York, is now planning to resume national advertising. The Ostermoor lady, eighty-year-old trade-mark
and symbol of the Ostermoor layer-built
all-felt mattresses, will appear again, according to the company, although she
will probably find herself subordinated
to the Ostermoor Innerspring Mattress
of which the company makes a complete
line.

#### Hutchinson to Brett Litho

D. S. Hutchinson, has joined the sales staff of the Brett Lithographing Company, Long Island City, N. Y. He was formerly the New York representative of the Edwards and Deutch Lithographing Company, Chicago.

#### Represents "Arts & Decoration"

Arts & Decoration, New York, has appointed Foote & Barton as its representative in New England and upper New York State.

#### Art Gravure Elects F. S. Murphy

F. Sugden Murphy has been elected vice-president and sales manager of the Art Gravure Corporation, New York.

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# Industrial Uplift Shown

N. I. A. A. Convention, Largest in Years, Makes Good on Cheerful Prophesies of 1934 Meeting

L AST week, meeting at Pittsburgh, the National Industrial Advertisers Association fulfilled the predictions made at the close of its 1934 convention. A year ago it prophesied great improvement in the durable goods industries—a stimulus that would cause industrial advertising to grow. Its convention in 1934 was keyed

to two objectives: First, offering an interchange of ideas so that all members would be in position to make the most of their opportunities and, second, laying down a program which would strengthen the N. I. A. A. and increase its service to industry. Last week's convention demonstrated that the objectives had been reached.

The attendance—more than 400—was the largest in years. And there was pronounced evidence, both in the scheduled addresses and informal discussions, that business is improving. For example, one topic widely discussed was the machine tool show held in Cleveland, which was visited by a number of members and guests on their way to the convention. It was said that 60 per cent of the exhibits at the show had been sold.

Coupled with this was the interest taken in the convention by leaders of the steel industry who were meeting simultaneously in another part of the hotel. They heard an N. I. A. A. speaker, E. T. Wier, chairman of the board of the National Steel Company, deliver a straight-from-the-shoulder criticism of the New Deal, and make a strong plea for greater participation in politics on the part of business men.

Mr. Wier's frank approach to his subject was typical of the style used by other speakers. Especially appreciative of the opportunities thus afforded were the representatives of mediums who were invited to submit their recommendations for getting a share of a \$300,000 advertising appropriation for a hypothetical air conditioner account. After all the solicitations were in, they were taken under advisement by a committee of judges headed by Allan Brown of the Bakelite Corporation.

Without complete knowledge of all the facts that would confront this hypothetical advertiser, the jury hesitated to appropriate actual product unit percentages of the budget to each medium. It was assumed that there were fifteen logical markets to cover, all requiring industrial installation. This of course, left out consideration of immediate consumer advertising.

With flexibility in mind, the committee elected to appropriate the following percentages:

Business Papers	33	per	cent
Direct Mail	25	66	44
Motion Pictures		66	64
Exhibits	3	66	56
House Magazines			
External	5	66	44
Internal	1	64	- 66
Newspapers		4.6	64
Reference Media	1		44
Administrative Cost	15	64	66
Miscellaneous	9	66	66

The committee, Mr. Brown explained, felt that salesmen were the most effective selling tool for the introduction of a new product and that the first step, accordingly, should be consideration of mediums that would do some of the things a salesman would do.

Significant in the committee's recommendations were the allotments it made for administrative cost and miscellaneous charges. These, Mr. Brown stressed, are frequently overlooked in budget planning. A campaign for a new product has many unforeseen things

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ted he come up for which contingent allowances should be made. If by the middle of the first year's program it should be decided that progress had been made as planned, the 9 per cent credited to miscellaneous account would be used for the purchase of space in general executive papers.

In contrast to theoretical budgeting was the report on a survey which is being made by F. O. Wyse, chairman of the N. I. A. A. H. P. budget study committee. Sigwalt presented a preliminary analysis which shows that the ratio of advertising expense to sales, for the companies studied, is 2.34 per cent for 1935 as against 2.32 per cent in 1929. The analysis also reveals that as plant capacity decreased, there was an increase in the advertising investment expressed in per cent of sales, and that, as business continued to fall, the advertising appropriation de-

Mr. Sigwalt, further interpreting the analysis, called attention to breakdown figures of the budget average which reveal that trade papers are getting a decreased amount while direct mail remains steady and expenditures in catalogs have steadily increased since 1929.

Five speakers joined in one session which was devoted to a symposium on the influence of improved design on marketing strategy. They were given the job of helping the individual advertising man to vis-

ualize the market of the future. The impetus given new products has done much to revive business but the progress made still calls for dramatization to the public, a task which the industrial advertiser has already undertaken. The readiness of the public to respond to his messages is ample evidence which should convince him that, even though the public is sometimes slow to accept new ideas, he should not hesitate to follow through on the potentialities which his aggressive strategy has revealed.

The business situation, said Edward G. Budd, president of the Edward G. Budd Company, forced his company into the development of lighter materials for transportation.

"And," he added, "we have progressed more rapidly because we were not producing the old line of goods."

Many shops and laboratories, likewise, have been busy improving their methods in the last four years, a circumstance that is well worth speculating in its significance to advertising. These along with new designs, as Lurelle V. A. Guild pointed out, create news for the consumer and therefore give new opportunities for successful advertising and merchandising. Before widespread announcement is made of new designs, however, industrial advertising was cautioned that it pays to invest in pre-testing so as to safeguard the necessary invest-

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Blank & Stoller R. Davison



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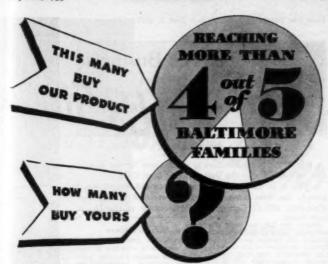
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Values you. Ho, are selling "four out of five" in Baltimore, you can "go places" in this market with News-Post Advertising. For The News-Post, with its quickened tempo of news, editorials, features, comics, sports, carries your story to the quick-thinking, quick-acting, quick-buying people of present-day Baltimore. And gives you maximum coverage at minimum cost—170,062 (or 84.6%) of the families in Baltimore's ABC city zone—plus 30,997 families in the surrounding territory—all for 35c a line. Ask your advertising manager to recheck Baltimore before he builds your next schedule.

# BALTIMORE NEWS-POST

Baltimore's Outstanding Newspaper

Represented Nationally by Hearst International Advertising Service, Rodney E. Boone, General Manager.

On Secolage. The Bultimore Sunday American has the largest circulation in the South . . . 229,832, and still going up.

From The Pittsburgh Press, Friday, Sept. 6, 1935



## Today's Business

U. S. Steel Appropris Million for Ed

By J. FRANK BEAMAN Press Financial Editor

NOTHER million dollars is to be spent in this district immediately by the United States Steel Corp.

This is in addition to the more than \$15,000,000 which already has been announced as appropriated for the new plate-strip mill of Carnegie Steel Company at the Home-

stead Works. Within the last few days this additional million dollar appro-priation was handed down by the finance committee of the corporation meeting in New York for the benefit of its major subsidiary, Carnegie.

The money will be spent on rethe company at the Edgar Thomagn works.

This furnace, one of the 11 at the plant, will be converted to the production of ferro-manganese. which the steel company uses in its own operations and supplies to practically all other steel-makers and to some additional industries.

New Industry Here

CHANGING over the J blast furnace is expected to take about six months requiring addi-tional electrical equipment and other appliances, but when it is completed Pittsburgh will be provided with a new industry and Carnegie with an important element in its profit and loss ment.

Means More Jobs

I MEANS more steel workers given jobs and it means instead of fluctuating operations a smoothing out of the peaks and valleys, so that there will be regular payrolls again to be spent in the stores of the district.



FIRST IN PITTSBURG

MEMBER OF THE UNITED PRESS . . . AUDIT BUREAU OF CIRCULATIONS, THIS WEEK, METROPOLITAN SUNDAY NEWSPAPERS and of MEDIA RECORDS, INC.



SCR

TIONAL WSPAPER

> IICAGO . DET



other Million omson Works

Just Another "GO" Sign

for your advertising program in Pittsburgh, not forgetting, of course, that The Pittsburgh Press has a 51-year-old habit of producing results.

IN THE WORLD

Carnegie Steel Company at Braddock, Pa.

> IN 1934 ADVERTISING

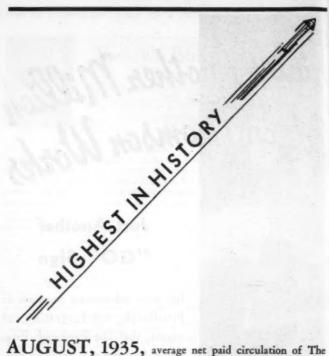
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SCRIPPS-HOWARD NEWSPAPER

ATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD IVSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY

BICAGO . SAN FRANCISCO . LOS ANGELES . DALLAS DETROIT . PHILADELPHIA . ATLANTA



AUGUST, 1935, average net paid circulation of The Detroit Sunday Times was the highest it has ever been for that month in the history of the paper. . . .

The constantly increasing popularity of this great newspaper should be of greatest interest and significance to all advertisers and their agency associates, for now, by a greater margin than ever, The Detroit Sunday Times has the largest circulation of any newspaper in Michigan.

# DETROIT

"IN DETROIT . . . THE TREND IS TO THE TIMES"

REPRESENTED NATIONALLY BY HEARST INTERNATIONAL ADVERTISING SERVICE—RODNEY E. BOONE, GENERAL MANAGER

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ment made in plant equipment. This investment, according to Frederick B. Heitlcamp, sales manager, Lyon Metal Products, Inc., should have as its objective the giving of more value to the buyer for less money. Having accomplished this, the manufacturer further benefits by the enthusiasm which a new and practical design creates among salesmen, and the aid it offers the advertising manager in planning a definite promotion plan with consequently greater effectiveness.

Editorial and circulation evaluation were covered in a session addressed by C. J. Stark, Penton
Publishing Company, T. C. Fetherston, Union Carbide Company, Frank
L. Avery, Controlled Circulation
Audit, and Ralph Leavenworth,
Westinghouse Electric & Mfg.
Company. These as with all
speeches made at the convention,
are being reprinted in a bound volume which the association will
distribute to members.

The need for greater information than is contained in A. B. C. reports was stressed by Mr. Leavenworth who declared that any reasonable information is available from publishers if advertisers would only go after it. While considering how to go after it, however, he cautioned that advertisers remind themselves once more "that there is a vast twilight zone of entirely unaudited business papers being supported by advertisers—industrial advertisers very largely."

With the improvement of business, he finds that the birth-rate of such publications is rising again, with an increase of 128 in Standard Rate and Data's business-paper section since the first of the year. As against this, Mr. Leavenworth reported that A. B. C. has a net gain of only three members in this class during the last twelve months.

"As leaders of thought in industrial advertising and representing among yourselves a large proportion of the buying power in this field," he asked the convention, "what are you going to do about it? I suggest these two simple but effective measures:

"1. Take a more strict attitude in



D. Clinton Grove

your own buying, and impress the necessity of audit reports on representatives of non-audited papers.

"2. Point out the importance of audited circulation to other advertisers as you have opportunity."

The exhibit held in conjunction with the convention numbered 190 panels. In five classifications certificates of award for the best campaign in each was made as follows: Machinery, Link-Belt Company; metals, Republic Steel Corporation; tools and equipment, B. F. Sturtevant Corporation; power plant equipment, Elliott Company, and materials, Bakelite Corporation.

D. Davison, New Jersey Zinc Company, was elected president. He succeeds Gregory H. Starbuck, General Electric Company, whose work for the N. I. A. A. was recognized by the presentation of a certificate of honorary membership.

J. R. Kearney, Jr., J. R. Kearney Corporation, was elected first vice-president. William E. McFee, American Rolling Mill Company, who will continue new membership activities, was advanced to second vice-president. D. Clinton Grove, Blaw-Knox Company, is the new third vice-president, and Frank O. Wyse, Bucyrus-Erie Company, secretary-treasurer.

Elected new directors were: E. S. Lawson, Foxboro Company, Boston; Stuart G. Phillips, Dole Valve Company, Chicago; George Mathews, Lunkenheimer Company, Cincinnati; E. B. Bossart, Bailey Meter Company, Cleveland; A. J. Andrews, Bucyrus-Erie Company, Milwaukee; Charles McDonough, Combustion Engineering Company, New York; A. O. Witt, Schramm, Inc., Philadelphia; H. V. Jamison, American Sheet & Tin Plate Com-

pany, Pittsburgh; C. C. Tapscott, McQuay-Norris Company, Louis, and Theodore Marvin, Hercules Powder Company, Wilmington, Del.

A total of close to 200 new members were reported. A new chapter has been organized in Boston and chapters are being organized in Detroit and Youngs-

Plan Oil Heat Campaign

A co-operative advertising and merchandising program to popularize oil heat throughout the Chicago metropolitan area was faunched this week by the fuel oil industry. The program, which has an appropriation of approximately \$50,000 is financed by the Burning Oil Distributors Association, composed of independent fuel oil distributors, and the major oil refining companies.

oil refining companies.

The Chicago Oil Heat Committee has The Chicago Oil Heat Committee has been set up to plan and execute the campaign, which will stress the advantages of oil as a fuel for domestic heating. Although not financial contributors to the joint effort, merchandisers of oil burners in the territory will tie in their individual activities with these messages. The Chicago office of McCann-Erickson, Inc., has been appointed to direct the advertising. Color and black-and-white advertisements in newspapers, radio and outdoor are being used.

and outdoor are being used.

"Herald Tribune" Appointments

The New York Herald Tribune has appointed Daniel E. Provost national advertising manager and Mrs. Helen Leavitt assistant advertising director. Mrs. vitt assistant advertising director. Mrs. Leavitt has been assistant general ad-

vertising manager.
Mr. Provost joined the Herald Tribune All, Provost joined the Terraid Priosite in 1933 and has been gravure advertising manager. He previously had been with the New York Times as director of its gravure advertising department. For four years he was with McCann-Erickson, Inc.

#### Yeomans Becomes Partner

Lewis H. Yeomans, formerly with J. Stirling Getchell, Inc., New York, as San Francisco representative, has become a partner in the Emerson Foote Advertising Agency, San Francisco. The new firm will be known as Yeomans and Foote, with offices in the McAllister Ruilding. San Francisco. Building, San Francisco.

Bottled Cocktail Campaign

G. F. Heublein & Brother, Hartford, Conn., have started a campaign on eight varieties of bottled cocktails. Magazines are being used along with large space, weekly, in over 100 newspapers.

Garcia Grande with Peck

Garcia Grande with Peck
Garcia Grande, Inc., New York, Garcia
Grande cigara, has placed its advertising
account with the Peck Advertising
Agency, of that city. The Peck agency
handled this account up until about a
year ago. Large space and teaser advertisements are now running in seven
metropolitum dailies featuring a series of
contests in which tickets to leading
sports events are being given away. Outdoor advertising and spot broadcasts are
also being used to augment the campaign. Other advertising plans will be
announced shortly. announced shortly.

Join Henri, Hurst & McDonald

Fred R. Thornton and Jason W. Jones have joined the creative staff of Henri, Hurst & McDonald, Inc., Chicago agency, Mr. Thornton, who has been appointed art director, formerly served with Aubrey, Moore & Wallace, Inc., in a similar capacity. Mr. Jones, for a number of years associated with the retail merchandising field, will be identified with merchandising activities.

Nilan to Union Mutual Life

John O. Nilan has been appointed as agency assistant in charge of advertising and sales promotion of the Portland, Me., office of the Union Mutual Life Insurance Company. He has been directing the sales promotion department of the Brown Company, of that city, since 1933 and was formerly with Daniel Starch & Staff at New York. Staff at New York.

C. E. Wetzel Slain

Charles E. Wetzel, advertising manager of the United Gas Improvement Company, Philadelphia, was found dead September 21 in a suburb of Allentown, Pa. Evidence indicates he was slain. Mr. Wetzel, who was forty-five years old, had been directing a company exhibit as the Allentown Far. at the Allentown Fair.

W. R. Watson with WLS

W. R. Watson, for a number of years associated with the Midwest Farm Paper Unit, has joined Station WLS, Chicago, He will represent WLS in Chicago, Michigan, Ohio, Missouri and

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# Resultful Indirect Copy

How Du Pont Keeps Alive Advertising Continuity for Line Usually Not Sold to Consumer

THE fabrics division of E. I. du Pont de Nemours & Co. puts out a line of products seldom sold direct to the consumer. The division's customers are almost entirely in the manufacturing business. Producing fabrics and synthetic leathers going into tablecloths and handbags, raincoats and bedroom slippers, Du Pont faced the problem of how to create copy with some feeling of continuity while at the same time individual items in the line were plugged. How, again, with department-store buyers a major potential market, could the line be brought to their notice and kept there?

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As an attempted solution, the division began in April the publication of a large-size paper called "Department Store News," which carries the sales message of the entire fabric line to department stores. Twelve issues published thus far have established it as the answer that was looked for, and its size and format have been definitely

"Department Store News" is issued whenever there is sufficient new material to warrant it. Most of the copy run is necessarily indirect—advertising the products of other manufacturers as made of Du Pont materials. The paper is heavy so as to carry numerous swatches ranging from light cloths to heavy grain leathers.

to heavy grain leathers.

Until "Department Store News" was inaugurated, loose-leaf folders of swatches were mailed twice a year. But the present method of swatching has proved less expensive, since smaller swatches may be used, and more effective.

Each issue pushes at least one related group of products as well as carrying a number of swatches. One of the larger issues, for example, gives the first page to the story of a Marshall Field promo-

tion, the second to handbags, the third to window displays, the center spread to bedroom slippers, the sixth page to raincoats, the seventh to upholstery, and the eighth to tablecloths. With a size of eighteen by twelve, containing numerous illustrations, each page is calculated to leave a definite impression.

The copy gives information on the nature and uses of the product. Questions of sales appeal and display are examined; prices are discussed. The copy has been found useful by department-store executives as the basis of talks with employees, and in turn by employees in daily selling.

"Department Store News" is mailed generally to the higher executives, but it has been the company's experience that each issue is commonly routed throughout the organization, to buyers and to the advertising department. Advertising departments have in many cases come to rely on it for material, and the company name is more and more frequently used in the description of fabric in the newspaper copy of department stores.

Since the practice of routing "Department Store News" through stores is general, Du Pont has had to make no great effort to add names to the mailing list. These come in lists supplied by manufacturers.

The resultant demand, although difficult to measure directly, seems completely satisfactory. When a buyer orders handbags of a certain material, the forces influencing him to that choice are not often ascertainable. Nevertheless, in concurrence with the pressure put behind a recent leather promotion, sales of Du Pont leathers have risen appreciably. Material for 30,000 handbags was ordered by one manufacturer who was new to Du Pont stocks.

# **Expensive Damage**

IN an argument for intensive advertising to educate the public in accident prevention, made at the annual meeting of the Insurance Advertising Conference in Rye, N. Y., last week, Lew R. Palmer, of the Equitable Life Assurance Society, pointed out that accidental death claims paid by life companies for 1934 amounted to \$90,000,000.

For that year, independent of property damage, casualty companies paid out \$316,000,000. In urging an educational campaign, Mr. Palmer explained that not only would lives be saved and accidents cut, but that more insurance would be sold. There would be more people to buy insurance and, because insurance rates would be

cheaper, even more people could buy more insurance.

Alfred M. Best, president of Alfred M. Best Company, Philadelphia, urged that fire insurance copy should stress more strongly the factors of care in selection of a company and the primary considerations of strength and reliability.

Clarence A. Palmer, Insurance Company of North America, was re-elected president. Arthur A. Fisk, Prudential Insurance Company, was re-elected vice-president, and Arthur H. Reddal, Equitable Life, secretary-treasurer.

Elected to the executive committee were David W. Gibson, Maryland Casualty, and W. Leslie Lewis, Agricultural Insurance Company.

#### Heads St. Louis Women's Club

The Women's Advertising Club of St. Louis has elected Opal Sweazea, advertising manager of the Mississippi Valley Trust Company, as president. Other officers elected were: Doroth Ward, vice-president; Marian Ruth Smith, secretary; Mathilde Woltjen, treasurer; Erma Proets, program committee; Dorothy Gardner, publicity; and Helen Hurd, club activities.

#### Names Cole-Anspach

The Armstrong Products Company, Huntington, W. Va., gas heaters, electrical specialties and hardware, has appointed Cole-Anspach, Inc., New York agency, to handle its advertising. This company was formerly known as the Armstrong Manufacturing Company. Business papers and magazines will be used this fall.

#### Davis with Latham Litho

Rowland Davis, formerly an account executive with the Buffalo and New York offices of Batten, Barton, Durstine & Oaborn, Inc., and later with the Blaker Advertising Agency, Inc., New York, has joined the staff of the Latham Litho Company, Inc., New York.

#### Johnson Returns to McGraw-Hill

Franklin H. Johnson, formerly publisher of Machine Design, Cleveland, has rejoined the McGraw-Hill Publishing Company, New York, as advertising representative of Business Week in New York and New England.

#### Appointed by "Globe-Democrat"

Following the death, on September 15, of Charles H. Ravell, the St. Louis Globe-Democrat has appointed Guy S. Osborn, Scolaro & Meeker, Inc., Chicago, to handle the financial advertising accounts previously handled by Mr. Ravell's Chicago office. The Osborn company has handled general advertising accounts for the Globe-Democrat for many years.

#### Kenyon & Eckhardt Add to Staff

Peter Dixon, formerly for several years a member of the program board of the National Broadcasting Company, New York, has joined Kenyon & Eckhardt, Inc., of that city, as director of radio. William P. Gaines, former New York columnist for the Associated Press, has joined the agency as director of publicity.

#### Start New Service

Arthur K. Fox, copy chief, Ewald Van Elkan, art director and John Russo, a member of the art staff, have resigned from the Reliance Graphic Corporation, New York, direct-mail organization, to form a copy and art service at 37 West 26th Street, New York, under the name of the Creative Department.

#### Fries Joins White Motor

Frank E. Fries has resigned as assistant manager of the Cleveland Bureau of International News Service to join the advertising staff of the White Motor Company, Cleveland.



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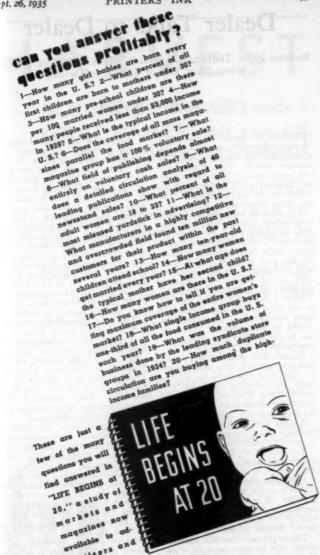
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Modern Screen . Radio Stars . Modern Romances . 149 Madison Ave., New York

#### Dealer Talks to Dealer

Business-Paper Testimonials from Retailers Are More Effective When They Tell of Success in Detail

By B. F. Berfield

THERE is probably no more convincing sales argument with a retailer than the enthusiasm of another retailer. This accounts for the comparatively high percentage of business-paper advertisements which feature dealer testimonials in

one form or another.

Yet just as so many consumer testimonials fail to have the bite and conviction that they should have, so do many of these business-paper dealer testimonials fall short of the goal required. The fault with so many consumer testimonials is, of course, the inherent weakness of the paid testimonial. This is a fault that cannot be laid at the door of the dealer endorsement because few manufacturers would be so foolhardy as to go out in the field to buy dealer testimonials.

In the first place, they would find few dealers who would care to risk their integrity by selling their endorsements and, in the second place, it would be too easy for other dealers to see through

the ruse.

No, the fault with the ineffective business-paper dealer testimonial

is one of treatment.

Too many of these advertisements follow a definite pattern. The pattern is simple—too simple.

Some place in the advertisement, probably at the top, is a picture of a dealer. It may be a cabinet photograph or it may be a picture of him in his store. Anyway he is there. So far, so good.

The next ingredient is a headline which says in some form or other, "Jones of Brooklyn gets big sales

jump."

The copy then commences with a statement from Jones saying that since he has carried such-and-such a product he has enjoyed tremendously increased sales volume. The copy then continues along the lines of "You, too, can have the same experience as Jones of Brooklyn."

If it weren't overdone, it wouldn't

If it weren't overdone, it wouldn't be such a bad pattern after all. Undoubtedly Jones has enjoyed greatly increased sales. This is a fact that should carry weight with other retailers. The trouble with this type of advertisement is that it is too much like so many other advertisements. It is all right so far as it goes, but it does not go far enough. The proof of this is found in the advertisements of those manufacturers who do cut their goods to a larger pattern.

Take, for instance, an advertisement for Foot Saver Shoes. Up to a point this advertisement follows the usual pattern. There is a picture of J. H. Roberts, of The Stone Shoe Company, Cleveland, Ohio. There is a picture of the interior of his store. The headline says, "Your Shortback Foot Savers are the biggest thing that ever hit the shoe business!"

The copy, however, cuts itself on a large pattern. Note point one, a paragraph describing Mr. Roberts:

"J. H. Roberts of The Stone Shoe Company, 312 Euclid Avenue, Cleveland, Ohio, has been a successful Foot Saver dealer over a period of years. Foot Saver's patented construction and alert styling had helped him build up a fine business in Cleveland. 'But the new Shortback Last, now an exclusive feature in Foot Saver Shoes,' says Mr. Roberts, 'is going to do even greater wonders for me in the way of new sales and permanent customers."

Now get into the copy.
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# HARVEST

NORTHWEST FARMERS made a GREAT HARVEST this year and HAVE MILLIONS TO SPENDI

KSTP made a HARVEST of RED and BLUE NETWORK STARS with MILLIONS OF LISTENERS!

SO . . . here's YOUR CHANCE to MAKE A HARVEST OF SALES over KSTP!

Where the Stars are—that's where the Audience Is...and where the Audience Is—that's where the Sales Arel KSTP is the only station in Minnesota offering the Red and Blue Network Programs of NBC...and, as shown by every survey, Dominates the 8th U.S. Retail Market where 74.3c of every retail dollar in Minnesota are spent!



For Dependable Market Data, consult:

General Sales Office, KSTP, Minneapolis, Minn., or our NATIONAL REPRESENTATIVES: ...in New York: Paul H. Raymer Co. ...in Chicago, Detroit, San Francisco: John Blair Co.

DOMINATES THE 8th U.S. RETAIL MARKET



# Who wants to read about Your Product

-when the headlines are shrieking "HOT NEWS!"

FIRST LADY OF SCREEN WINS DIVORCE" .. " 'Soak the Rich' Debate Ends in Fist Fight" ... "Kidnapers Collared at Gun Point." Bold-face streamers that lure the eye and captivate the imagination.

Strong competition, this . . . especially when reader interest is the first spoil of the battle. Triangles and tribulations. Divorces and devilment. Scandal and sex. Thrilling tidbits of life that tickle the palates of tens of millions.

It's your competition, this glamorous bedlam called NEWS. And unless your copy is able to meet it . . . unless it can match it, thrill for thrill, your chances of winning are slim. In the loud symphony of the press it takes more than a pianissimo whisper to make the millions "sit up" to your story.

How does your advertising meet this test? Can it be heard above the beguiling din of the gangster's gun and the wail of the Radio Romeo's latest love quarrel?

, 1935

To answer this question, place one of your own advertisements side by side with the news in your morning paper. With reader interest your goal, on which would you place your money? Not an encouraging test perhaps . . . but it does point the wisdom of addressing the millions in the manner that makes them listen.

#### Copy that "clicks"

Advertisements that do this—copy that STOPS the reader and wins his interest is the nearest approach to the magic formula that every advertiser is seeking. It is the only legerdemain that will change red figures to black, and give a lateral-minded sales curve an abruptly upward inclination.

It has been our privilege to serve many advertisers for whom this kind of copy—both in newspapers and magazines—has increased business and profits right through the years.

Without larger appropriations per case or unit, without sensational price reductions, they have garnered a larger share of the nation's business than they enjoyed even in the boom days at their best.

We shall be glad to tell any executive our experiences with the dramatic type of copy that has helped to make these business successes possible—and to show examples of advertisements that were conceived and executed to hold their own against the powerful competition they must face. No obligation, of course.

#### RUTHRAUFF & RYAN, INC.

**NEW YORK** 

Advertising

CHICAGO

ST. LOUIS . KANSAS CITY . LOS ANGELES DETROIT . SAN FRANCISCO . SEATTLE markable as the way your Short-back Foot Savers fit. Why our clerks are even giving them what they call the 'walk-around-unlaced' test. By that I mean they slip a pair of the proper size on a woman's foot and without touching the laces or strap, tell her to take a few steps in them. She does—and to her amazement the shoes hug her heel snugly as she walks, without slipping or churning.

"We've always known what the greatest evils in the shoe business were—shoes too loose in the heel or too tight in the toes. Nearly every pair we sold a woman was wrong one way or the other. Generally we gave her a larger size and fixed the heels by re-binding or by adding non-slips or heel pads. Sometimes we sold her snug heel fit and stretched the toes and ball to give her as much room as possible without destroying the shape of the shoes.

"It wasn't our fault, or her fault that we couldn't fit her perfectly. It was the fault of the shoe manufacturers and last makers."

#### Talks Not Only Results But Reasons

There is copy that deals in some detail and deals colloquially with a problem that is pretty common to most shoe retailers. Thus the makers of Foot Savers not only tell the results that The Stone Shoe Company has had, but tell why it has had them. The copy, of course, continues on to the moral that the Shortback Last is the solution of the problem.

Models for effective retailer testimonial advertisements are those in the Hamilton Watch Company series. Any of these is worth quoting in full, but let's choose the one that features a New Orleans jeweler.

"Hamilton Retailers Enjoy Protection No Other American Watch Manufacturer Has Ever Given,' says Henry Hausmann, of New

"In June, 1934, I predicted in a letter to you that jewelers would consider it an honor to be classed as Hamilton retailers under your New Hamilton Plan. Today I believe that prediction has come true—for Hamilton retailers enjoy protection against unfair competitors and profit cutting under your Plan such as no other American watch manufacturer has ever given them. I can definitely say that it is because of this protection that we have more than doubled our sales of Hamiltons in the past year.' (Signed) Henry Hausmann.

"The New Hamilton Plan was undoubtedly the outstanding event in the jewelry industry in 1934. Here was a promise to put an end to those unscrupulous trade practices which had been sapping profits from the fine watch sales of legitimate retailers for years. That promise has been kept—for the New Hamilton Plan meant just what it said.

"Hamilton retailers have cooperated with us wholeheartedly in
making the Plan a success. Today
they are reaping the rewards it has
brought them. Increased Hamilton
sales are reported from every part
of the country. Instances of fine
watch sales doubled and tripled are
not uncommon. The New Hamilton
Plan is entirely a Hamilton idea,
backed by Hamilton and Hamilton's
zone distributors, for the benefit of
Hamilton retail jewelers.

"The new Hamilton line contains new models that are said to be 'the smartest styles ever turned out by an American watch maker.' Have you seen them? Prices are lowest in Hamilton history."

The cumulative effect of a series of advertisements of this type is bound to be excellent. There is nothing spectacular or sensational about this series, but it does convincingly put over the idea that the Hamilton Plan is really effective.

A recent advertisement for Jack Frost Sugar succeeds because it lets the dealer go into some detail in telling not only that he has been unusually successful in selling the product but why.

At the top is a picture of William Betz, Jr., behind the counter in his Quality Food Market in Louisville, Ky. The headline says simply, "... A number of good ideas about selling..."

The advertisement then quotes a

Sept. 20

The Pamphl good id Sugar.
my cuss! I give h gest cer like cer Brown! taste li asks fo sugar, of Jack coffee,

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been the letter from him in full. Here is

The Jack Frost Related Sales Pamphlet has given us a number of good ideas about selling Jack Frost Sugar. For instance, when one of my customers asks for brown sugar I give her Jack Frost Brown and sugest cereals; telling her that children like cereals better with Jack Frost Brown Sugar, because it makes them taste like candy. Or, if a customer asks for five pounds of granulated sugar, I give her a five-pound hox of Jack Frost, suggesting with this coffee, fresh fruits or cocoa.

This related sales plan has enabled us to increase our sales of Jack Frost packaged sugars together with many other items that go with sugar.

We sell only Jack Frost Sugars, because each package and cloth bag is marked 100% Pure Cane. This protects us and our customers against inferior grades of sugar and builds customer confidence and good-will.

Very truly yours, Wm. Betz, Jr.

Quality Food Market, 3472 Taylor Boulevard, Louisville, Kentucky.

Note how much more effective a letter of this kind is than a straight statement that the Quality Food Market has had unusual success with Jack Frost Sugar. Perhaps the company has edited Mr. Betz' letter. Perhaps not. The fact remains that this is not important. Important is it that he tells some typical experiences which can be translated into the experiences of other retailers.

Orthopedic Shoes, Inc., in a back-cover advertisement in a magazine going to shoe retailers, tells the story of Harry Woods, the company's dealer in Hartford, Conn. Here the company uses an interesting variation of the testimonial idea. At the top of the advertisement is a picture of a city street, in the background a sign which says "Success Street." Below is a picture of the interior of Mr. Woods' store and inset in this a picture of Mr. Woods himself.

Next is a quotation from a letter Mr. Woods wrote to the company. The company, however, does not quote the letter in full but only this much:

WOODS
FOOT HEALTH HEADQUARTERS, INC.
42 CHURCH STREET
HARTFORD, CONN.

ORTHOPEDIC SHOES, INC., 9-11 East 37th Street, New York, N. Y.

DEAR MR. EMERSON:

As a year-old member of the O. S. I. Dealer Family, I am proud to tell you what the O. S. I. Plan and O. S. I. merchandise can do in one single year.

From the very start, our store has been a profitable one. And I whole-heartedly believe this would not have been possible without your sales-helps—backed up by O. S. I. quality merchandise.

The rest of the letter is blocked out by the copy, which says:

out by the copy, which says:

"Mr. Harry Woods, and his brother E. P. Woods, have flown the O. S. I. banner over their Hartford Store for little more than a year. And yet—they are now firmly established—along with the hundreds of other O. S. I. Dealers everywhere—on 'SUCCESS STREET'

"Back of them stands the O. S. I. Plan, and its three powerful units: "1. The Foot Health Headquar-

ters' Idea—a successful, tested method of doing business!... "2. A battery of Sales-Helps that keeps merchandise moving every month of the year....

"3. Four brands of shoes that keep customers completely, enthusiastically satisfied: Ground Gripper, Cantilever, Physical Culture and Dr. Kahler Shoes—known and valued by thousands.

"You, too, can fly the O. S. I. banner on 'SUCCESS STREET!' Write

us for details."

The interesting fact about this advertisement is the manner in which it quotes only part of the testimonial letter and then uses copy to summarize the reasons for the success of the plan. This eliminates the criticism so often made when an advertisement gives a very brief quotation from a dealer's letter or else makes the letter so short

# "Seeing is B Business Sees...

Last WEEK Scripps-Howard published a full page newspaper announcement entitled "Seeing is Believing!"

That page cited the latest available trade reports.

As further proof that business is marching forward, we publish herewith statements by men who are guiding some of the Nation's leading industries. These statements say, in effect, "Having seen and believed...business now acts!"

There have been times these past five years when industry has been forced to base its plans and policies largely on hope and hunch.

But the views of these business leaders clearly show that, today, industry is acting... not on blind faith or optimistic guesswork... but in the light of the facts, and with the courage of common sense.

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# Believing!"

#### ACTION PLANS OF BUSINESS LEADERS:

No better testimony can be given of the belief of the General Electric Company in improved business conditions than the action of its directors raising its quarterly dividend rate from fifteen to twenty cents per share.

OWEN D. YOUNG, Chairman of the Board, General Electric Company

The net income of 158 companies in the Iron and Steel industry showed an increase of 22 percent for the first 6 months of this year over last year. The industry plans to spend \$140,000,000 during the coming year in plant improvement and expansion.

Statement released by THE AMERICAN IRON AND STEEL INSTITUTE

Encouraged by the more assured outlook for profitable development, the General Motors Corporation has authorized an expansion in reconstruction program of approximately fifty million dollars.

ALFRED P. SLOAN, JR., President General Motors Corporation

(From a statement in the company's report for the first 6 months of 1935.)

Western Union expects to broaden its sales activities to acquaint the public with its latest and additional services which have been provided and are in contemplation to meet the changing needs of business generally. Our plant is constantly being improved and further changes and additions to be made next year will add to its present great capacity.

R. B. WHITE, Président Western Union Telegraph Co.

In 1934, the sale of Woodbury's Toiletries was largest in history. But 1935 will top 1934 on our all-over picture. In the light of what our sales sheets show, and the other very clear evidences of improving business, we are expanding our plants and production facilities and planning a step-up in sales activities for 1935.

FRANK C. ADAMS, Vice-President John H. Woodbury, Inc.

This company is proceeding with enlargement and modernization of its facilities with fullest confidence in the future.

SETON PORTER, President National Distillers Products Corporation

# SCRIPPS · HOWARD NEWSPAPERS ·

MEMBERS OF THE UNITED PRESS . . . OF THE AUDIT BUREAU OF CIRCULATIONS AND OF MEDIA RECORDS, INC.

NEW YORK . CHICAGO , SAN FRANCISCO . PHILADELPHIA DETROIT . ATLANTA . LOS ANGELES . DALLAS



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that it does not really ring true. Some of the best dealer endorsement advertisements do not confine past eighteen months. themselves to a single testimonial.

For instance, a recent Arcturus Radio Tube advertisement quotes eleven dealers, not by name but with the usual line that names will be furnished upon request. At the top of this advertisement is this sentence:

"These testimonials were not written by a society matron, financial executive, or advertising agency-but by dealers and servicemen who are interested in remaining in the tube business."

The company has wisely chosen a variety of letters so that each one brings out a separate point. The effect of the group is to summarize the advantages of an Arcturus Tube dealership.

Another excellent composite use of dealers' names is found in a Selby Shoe advertisement which does not quote any dealers specifically. A large part of the advertisement is devoted to advertising the Tru-Poise line with an illustration of a shoe and a smartly dressed woman.

At the side is a block of copy which at the top says, "A year ago we said: 'These smart retailers began featuring Tru-Poise during the

"Today we can say: 'These smart retailers are still featuring Tru-Poise with unusually gratifying results."

Following this are the names of fourteen retailers, all of them wellknown in their own cities and most of them nationally known among shoe retailers.

Readers of this article by this time will have noted that a number of the companies quoted are shoe companies. Perhaps this is a coincidence. It is more probable, however, that because of the excellent work done by a few leaders in this field other companies have been forced to follow suit.

Dealer endorsements are an effective form of advertising. There is no question about that. To be most effective, however, they must be cut from a larger pattern than the simple statement that one dealer has enjoyed greatly in-creased sales. Perhaps the samples quoted in this article will act as guide-posts for manufacturers who are looking for ways and means to increase the effectiveness of this type of advertising to retailers.

SAVE -N mammo Analysi ments . shows a per cen to NA Motor. Expans growers East In vertisin with pr New Y Expans says St

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Market Petrole

Appoint Morris, Windmuller & Enzinger

These Chicago firms have placed their advertising accounts with Morris, Windmuller & Enzinger, advertising agency of that city: The Catalog Association, automobile mill supply and hardware catalogs; Clonick Auto Equipment Company, automotive parts and accessories; Clonick Steel Corporation, structural material; Lion Auto Parts Manufacturing Company, automotive parts and accessories; Stebbins Hardware Company, hardware, sporting goods and electrical supplies. These Chicago firms have placed their

Heads Zonolite Insulation

William B. Mayo has been appointed president of the Zonolite Corporation, Detroit, house insulation. MacManus, John & Adams, Inc., agency of that city, now handles this account.

With Stack-Goble

James D. Shouse, for seven years with the Columbia Broadcasting System, has joined the Stack-Goble Advertising Agency, Chicago.

#### General Outdoor Transfers Donnaud

A. D. Donnaud has been transferred by the General Outdoor Advertising Company to St. Louis as sales manager of that territory. Previously with that office, Mr. Donnaud more recently has been sales manager in New York City and has been identified with the company for many years in an executive capacity.

Stocker to Sweeney Lithograph

Charles F. Stocker, formerly vice-president of the Grinnell Lithographic Company, New York, is now a member of the Sweeney Lithograph Company, Inc., Belleville, N. J. He was with the Robert Gair Company for fifteen years prior to his connection with the Grinnell Lithographic Company.

Hart Joins Kindred, MacLean

Edgerton H. Hart, formerly with the Brett Lithographing Company, Long Island City, N. Y., has joined the sales staff of Kindred, MacLean & Company, Inc., New York, lithographic advertising, to specialize in promotional work.

# I See Where.

SAVE your exhibits at San Diego -New York City will have a mammoth world's fair 1939-40. . . . Analysis of 1934 operating statements of 473 automobile dealers shows advertising amounted to 5.5 per cent of gross profit, according to NADA survey reported in Motor. . . . National Tea Market Expansion Bureau formed by tea growers of India, Ceylon and Dutch East Indies calls for enlarged advertising campaign in United States with present India Tea Bureau in New York changed to Tea Market Expansion Bureau on October 1, says Spice Mill. . . .

General Mills' president Donald D. Davis tells stockholders processing taxes are one and two-thirds times amount paid by General Mills associate companies for salaries and wages and equivalent in amount to a retail sales tax of from 14 per cent to 20 per cent on all flour and most bread.

United States Camera Salon will open in Rockefeller Center, New York, October 1, with 300 outstanding amateur and professional photographs....Judge F. C. Hoyt of New York appointed new Federal Alcohol Director, . . . Oklahoma Publishing Company enters into stipulation with Federal Trade Commission to cease and desist "from entering into special contracts for sale of its advertising space and from giving discounts or rebates to advertisers as a reward for their refusal to buy advertising space from competitors." . .

Marketing committee of American Petroleum Institute organized. . . Glass business getting plenty of competition with beer being put out in cans and milk being sold in paper containers. But glass companies, alert as usual, are aided by revival in residential building, increase use of glass in modernization, and development of safety glass for all sorts of new uses. . . . American

Society of Sales Executives to meet at White Sulphur Springs October 3, 4 and 5. . . . California Superior Court gets suit designed to test validity of State Unfair Trade Practices Act, which forbids selling below cost. Suit concerns sale of gasoline. . . . Michigan State Liquor Control Commission will require all liquor to carry name of bottler, according to dispatch in New York Journal of Commerce. . . . Nebraska Liquor Commission rules all brand names of liquor must be filed with Commission and no brand name may be filed by more than one distiller or distributor. Rule designed to prevent liquor price

Governor Hoffman of New Jersey warns of weird tax legislation on almost everything if State sales tax is repealed. . . . Governor Allred of Texas recommends luxury tax, graduated chain-store tax, and increased taxes on pipe lines, to Texas Legislature in special session, while bills introduced would impose 10 per-cent gross production tax on all natural resources, 5 per cent tax on automobile finance companies, and four chain-store tax bills, one of which exempts gasoline filling stations and lumber yards. Work of RFC, Federal FHA, Reserve Banks, FHA, PWA, HOLC, NEC, WPA, FCA, and Resettlement Administration may be correlated in sustained effort to promote building construction under direction of Peter Grimm, assistant Secretary of the Treasury and former New York real estate operator. .

Morgan, Stanley & Co., Inc., to use first newspaper prospectus in offering new securities, and former SEC Chairman Kennedy hails news as forerunner of general use of this type of advertising of new security issues. . . AAA using Controller General McCarl's stoppage of funds as good excuse to get out of potato control, and Wash-

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ington reports Secretary of Agriculture Wallace will ask Congress to repeal act, since farmers and consumers are up in arms against it. AAA calls hearing for October 23, to determine whether potato program should be developed under Potato Act. . . . Department of Commerce issues fourth in series of "Consumer Use of Selected Goods and Services by Income Classes," covering the city of Columbia, S. C. . . .

Department of Justice hastens United States Supreme Court test on constitutionality of TVA and its right to compete with private business. . . . In face of court tests on Guffey Coal Act and continued threat of bituminous coal strike, President sets up National Bituminous Coal Commission and Bituminous Coal Labor Board. . . . Joseph P. Kennedy resigns as chairman of SEC and sails for Europe . . . Senator Pat Harrison, according to A.P. dispatch, predicts coming session of Congress "will be mostly routine except for a

substitute NRA bill the President feels necessary." . . .

Indicated expenditures for residential building more than three times as great in August, 1934, with substantial gains in expenditures for new non-residential buildings and for additions, alterations and repairs, says Bureau of Labor Statistics. . . . Department of Commerce reports dollar volume of retail auto financing in August down 16 per cent from July, but 8 per cent over August, 1934; daily average sales of chain grocery stores down 2.5 per cent from July to August, more than average decrease, but sales for first eight months of 1935 were 31/2 per cent higher than corresponding period of 1934; rural retail sales for August up 7 per cent over July, being less than seasonal, and seasonally adjusted index declined to 93 for August against 97 for July and 991/2 for June, with total sales for first eight months of 1935 up 23 per cent over corresponding 1934 period. . . . G. M. S.

#### Davison Becomes Bon Ami Vice-President

A. E. Davison, Jr., has resigned from McCann-Erickson, Inc., New York, to become vice-president and general manager of the Bon Ami Company, of that city. E. O. Perrin, a vice-president of McCann-Erickson, Inc., has been appointed to direct the agency's work on the Bon Ami account.

#### Made Sales Manager Merchandise Mart

James M. Price, formerly with the Curtis Publishing Company and The American Weekly, has been appointed sales manager of The Merchandise Mart, Chicago.

#### Has Formfit Account

The Formit Company, Chicago, manufacturer of Formit corsets and brassieres, has placed its advertising account with the Chicago office of the L. D. Wertheimer Company, Inc.

#### Preising Heads Wahl Company

C. W. Preising, vice-president in charge of sales of the Wahl Company, Chicago, has been elected president of the company to succeed the late J. C. Parsons.

#### Schenker and Roth Join Morris, Windmuller & Enzinger

B. W. Schenker and S. M. Roth have joined Morris, Windmuller & Enzinger, Inc., Chicago advertising agency. Mr. Schenker and Mr. Roth were formerly principals of Schenker-Roth, Inc., advertising agency at that city.

#### Sawyer-Ferguson-Walker Adds Van Allen

Effective October 1, A. D. Van Allen, formerly with the New York Daily News, will join the New York office of Sawyer-Ferguson-Walker Company, publishers' representative.

#### With "American Architect"

R. F. Cahalane, formerly sales manager of the lighting division of the Chase Brass & Copper Company, has joined the staff of the American Architect and will represent the publication in New England and New York.

#### Southwick to "Mademoiselle"

Gilbert Garriques Southwick, formerly with Harper's Bassar and the C. T. Southwick Advertising Agency, New York, has been appointed avertising director of Mademoiselle, New York.

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You say your publication is unique and different as an advertising medium, Mr. Mick? How so?

One of our advertisers put it this way, Mr. Beatty:
"The United States News gives me a chance to make a national announcement overnight to the best people in the country—and to no one else—and with space that commands their attention. There is no other way to do this.
That's why your publication is unique!"



P. C. BEATTY, Director of Media
Lee Anderson Advertising Co., Detroit

NORMAN O. MICK, Western Manager The United States News, Chicago

# The United States News

The Weakly Newsmagazine of National Affairs

NEW YORK OFFICE, 247 Park Ave.

Published at Washington

CHICAGO OFFICE, 180 N. Michigan Ave.

# Southern Hospitality

Alabama Power Company Holds "Open House Month" and Gains New Friends from Among 5,000 Visitors

NOT merely love for its fellow Alabamans induced the Alabama Power Company last month to invite them to visit one of its dam sites and to picnic beneath its

The power company, which furnishes electric service in sixty-six of the sixty-seven counties of Alabama, and which has been in the thick of the TVA controversy, operates six pioneer large power because people's memories

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the dams during the month and reports from the field indicate that the advertising was some of the most effective the company has done. It was successful in creating several impressions: (1) That the company is not a soulless corporation; (2) that it has done an enormous job in the development of the natural resources of the State; (3) those who visited the dams were impressed by their size and surprised at their complication.

Model electric kitchens were installed at three of the dams, either in or adjacent to the generating rooms, so that the visitors, after seeing how electricity was produced, were also shown how it might be more completely utilized in their homes. Each of these kitchens was in charge of a trained home economist and attracted almost as much attention as the generating and control equipment.

Each visitor to the plants was later sent a card of appreciation by Thomas W. Martin, company president, reading as follows:

"We were glad to have you visit us during Open House Month. Al-

#### & Open House Month



THEIR FRIENDS

Pack up a pionic lunch bring the family and neighbors with you and enjoy yourself.

ALABAMA POWER COMPANY

There was a motive, but it was one that needed no justification. The company wanted to acquaint its customers with its size and the spread of its operations, to show that the established power development in the State is of consequence, even when set up along-side a TVA.

To do this it declared August to be Open House Month and invited all and sundry to visit one of its five power developments. Through newspaper advertising, store cards and bill enclosures, customers were urged to pack up a picnic lunch, bring the family and neighbors and enjoy themselves. "Plenty of refreshing drinking water is available and the shade of many trees makes a pleasant place to eat a picnic lunch."

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though August was set aside as Open House Month, our power plants are open to visitors any month of the year, and we will be pleased to have you or your friends pay us a return visit.

As you no doubt observed, we have ample generating facilities to serve the needs of Alabama for years to come, even though the homes served by Alabama Power Company are among those having the greatest average State-wide use

throughout the nation. "Electric rates in Alabama are among the lowest; electric service is dependable; generating facilities to take care of future needs already exist.

We appreciate your visit.

"THOMAS W. MARTIN, President.

ALABAMA POWER COMPANY."

#### General Foods Simplifies Field Organization

Field Organization

A simplification of General Foods' field organization is being put into effect, according to Austin S. Igleheart, president, General Foods Sales Company, Inc. While the former set-up provided for twenty-six district sales offices reporting to Eastern, Western and Pacific division offices, the new plan eliminates the three division offices and makes each district manager directly responsible to a centralized operations base in New York, which will be in charge of Arthur C. Unger, vice-president of the sales company, Mr. Unger was formerly in charge of the Western division in Chicago and has been brought to New York to head this centralized activity.

J. K. Evans, who has directed activities of the Eastern division, continues as

to head this centralized activity.

J. K. Evans, who has directed activities of the Eastern division, continues as a General Foods Sales Company vice-president. His new duties involve complete responsibility for merchandising of Maxwell House Coffee, Franklin Baker products and Diamond Crystal Salt.

Ralph H. Whitmore, vice-president, formerly in charge of the Pacific division office, will continue with headquarters in San Francisco, working closely with the

office, will continue with headquarters in San Francisco, working closely with the New York general sales staff on opera-tions in the Pacific Coast and Far West territories.

#### Heads IGA New York Office

Howard R. Gerhard has been appointed in charge of the New York office of the Independent Grocers' Alliance, Chi-cago. He will assume control on Oc-tober 1, of the merchandising and buying activities in the Eastern district. He succeeds Arthur F. Tripp who has been with the New York office for several уеагв.

# GOOD COPY

bridges the gap between sales and brings the customer back again and again.

### HAWLEY ADVERTISING COMPANY INC.

95 Madison Ave. New York City

# P. I. Advertising Index

August Has General Gain Over Corresponding Month of 1934; Radio Shows Substantial Increase

#### By L. D. H. Weld

Director of Research, McCann-Erickson, Inc.

'HE index of general advertis-THE index of general shows from July. practically no change from July. For August the general index stands at 79.3 against 78.9 for July an increase of 0.5 per cent.

Advertising activity in August normally shows a small pick-up over July, but the general index has been corrected for seasonal variation, and hence the nominal change in the index denotes that August had slightly more than the usual seasonal pick-up.

The general index also shows a

gain of 1:9 per cent over August, 1934. This is a smaller increase than occurred in July as compared with the same month in 1934.

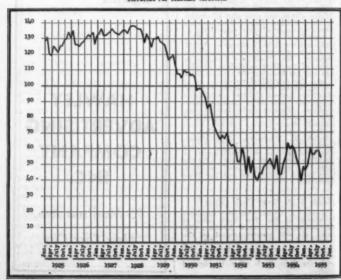
#### Radio

The radio index for August is 182.5, which is a decline of 3.0 per cent from July, when the index was 188.2. This represents the change in the cost of August radio chain time from July after correction was made for normal seasonal fluctuations.

On the other hand, the radio

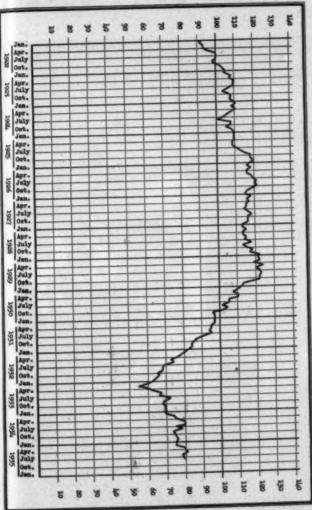
#### MONTHLY INDEX OF OUTDOOR ADVERTISING

100 - MONTHLY AVERAGE 1986-1950 INCLUSIVE Corrected For Seasonal Variation





Corrected For Seasonal Variation



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adio



# rtin this kind of a game

# But real money is spent by men with a high

\*Idea Quotient=ideas produced : hours worked.

If you have an advertising idea or service to sell the management of America's varied industries, it is a plain waste of time to cultivate the submarginal land of the low I.Q. Your best prospect is the man with a high I.Q.—the man who, being in a key position, must be receptive to new ideas, new facts in advertising and merchandising.

Printers' Ink, we have stated, reaches the high I.Q. Look at the record for automobile and accessory business:

37 accounts spent \$50,000 or more in magazines, newspapers or radio last year.

Printers' Ink Weekly alone reaches all but two of these concerns representing a combined market in these three forms of advertising of \$31,386,272, or 96% of the total.

In these concerns we reach 221 people; 41 of whom are Presidents, Treasurers, Vice Presidents or other officers of the company—in addition to the sales, advertising manager and agency coverage. (These names gladly shown on request.)

These facts speak volumes to those who must advertise to advertisers. They give specific point to our general contention that Printers' Ink offers concentration where concentration will do the most good—in the field of the high I.Q.—And concentration means coverage.

A NI Treas

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In ter 33 1/3

Buy

\$18

to \$5

years years

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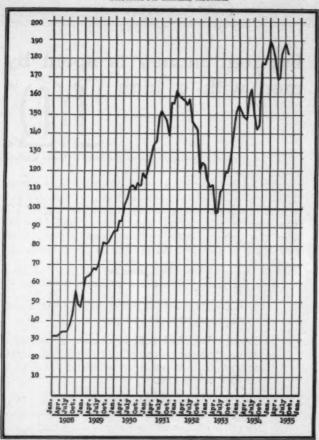
Bond

show

### MONTHLY INDEX OF RADIO ADVERTISING

100 - MONTHLY AVERAGE 1928-1992 INCLUSIVE

Corrected For Seasonal Variation



index for August shows a striking pick-up of 28.9 per cent over August of last year. This is larger than the gain for July, 1935, over July, 1934, of 25 per cent, or the increase for any other month of 1935 over the corresponding month of 1934.

#### Outdoor

The outdoor index for August is 53.5, a decline of 7.3 per cent from July, after correction for the usual seasonal change.

As compared with August, 1934, outdoor advertising shows a decrease of 9.3 per cent.

# Uncle Sam Takes Space

A ND now, list among the clients in the advertising house—the Treasurer of the United States of America.

This week, in national-magazine space, appears the Treasurer's first copy for the Treasury's "baby bonds"—copy that, in part, reads like this:

Buy United States Savings Bonds. In ten years Your Investment earns 33 1/3 per cent.

\$18.75 increases in 10 years to \$25—\$37.50 increases in ten years to \$50—\$75 increases in 10 years to \$500—\$750 increases in 10 years to \$500—\$750 increases in 10 years to \$1,000.

Being a direct obligation of the Government, United States Savings Bonds offer safety for your investment. Held to maturity, these bonds show a return of 2.9 per cent compounded annually—an increase in your original investment of 33 1/3 per cent. . .

To make ownership of these bonds possible for the small investor, they are issued in denominations as low as \$25, with a purchase price of \$18.75. They provide a dependable security for the investment of your savings and a convenient means by which to save regularly out of in-

Buy United States Savings Bonds for investment. Buy them to save regularly. They are offered to you by the Government as a means to provide for any future need of yourself and your family. Ask at any post office. . . .

For the buyer's convenience, the copy carries an order-form coupon.

Current plans contemplate space in six national magazines.

Treasury Department officials are considering a proposal to extend the campaign into newspapers.

# ·it's the "U" in "US"



You'll find "US" in overy retail store in the land, helping to sell!

TRANSPARENCIES, for instance. An order for transparencies is to "US" an order to make millions of people think of "YOU" as they pass or enter retail stores... to remind them favorably, as they reach into their pocketbooks, of "YOUR" product. For advertisers and advertising agencies—forty-two creative types of merchandising and point-of-sale helps. Call "US".

THE UNITED STATES PRINTING & LITHOGRAPH CO.

CINCINNATI

NEW YORK 32-X E. 19th St. CHICAGO

BALTIMORE 409 Cross St.

LET

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# Six Months' Earnings

Profit-and-Loss Statements of Leading Advertisers for First Half of 1935

Company	1934	1935
Addressograph-Multigraph Corp	\$307,395	\$275,819
Athliated Products	115,751	135,500
Airway Electric Appliance Co	4,084	D83,888
Allis-Chalmers Mfg. Co.	659,834	500,738
Allis-Chalmers Mfg. Co	D822,253*	554,955
American Chain Co. American Chicle Co.	244,500	<b>554,9</b> 55 <b>517,7</b> 06
American Chicle Co	971,368	1,312,739
	1 001 705	621,415
American Laundry Machinery Co.	D299,488	D149,117
American Laundry Machinery Co. American Maize Products Co. American Rolling Mill Co. American Safety Razor Corp. American Telephone & Telegraph Co. American Woolen Co.	177,819	D89,024
American Rolling Mill Co.	2,018,148	2,459,003
American Safety Razor Corp.	427,892	532,866
American Telephone & Telegraph Co.	61,999,195	59,034,406
American Woolen Co.	D585,020	501,015
	D269,774	D126,015
Armstrong Cork Co. Associated Oil Co.	1,401,087	1,523,296
Associated Oil Co.	745,955	1,952,170
Atlantic Refining Co	2,990,578	255,378
Atlas Powder Co	677,107	479,782
Auburn Automobile Co	D1,645,466	D862,487
Bayuk Cigars, Inc. Beech-Nut Packing Co.	426,491	394,120
Beech-Nut Packing Co	730,629	848,226
Helding Heminway Co.	266,128	280,294
Bendix Aviation Corp. Bigelow-Sanford Carpet Co. Bohn Aluminum & Brass Co.	1,515,182	1,611,183
Bigelow-Sanford Carpet Co	214,891	D320,582
Bohn Aluminum & Brass Co	1,138,019	952,819
Bon-Ami Co	544,620	494,774
Brillo Mfg. Co	74,696	56,509
Bristol-Myers Company	1,022,047	1,007,730
Brunawick-Balke-Collender	D21,131	D159,069
Brunswick-Balke-Collender Budd Manufacturing Co., Edward G.	64,767 1,601,808	278,983
Durroughs Adding Machine Co	1,601,808	2,577,550
Bush Terminal Co	160,104	83,563
C	0.000.000	0.000.150
Caterpillar Tractor Co	2,061,530	2,908,152
Celotex Co. Certain-teed Products Corp.	D197,669 D485,937	D88,510
Certain-teed Products Corp	D485,937	D54,231
Charis Corp.	111,500	128,632
Chrysler Corp. Cluett, Peabody & Co. Coca-Cola Co.	8,192,084	18,659,309
Citiett, Peabody & Co	258,352	15,437
Coca-Cola Co.	5,508,466	6,078,508
Coleman Lamp & Stove Co. Colgate-Palmolive-Peet Co.		129,207
Colgate-Palmolive-Peet Co	2,416,887	1,924,810
Colonial Beacon Oil Co	D1,047,578	D2,105,980
Colorado Fuel & Iron Co	642,461	99,017
Congoleum-Nairn Co	1,346,174	1,356,088
Congoleum-Nairn Co. Congress Cigar Co. Consolidated Cigar Corp.	1,346,174 D32,230 282,341	23,064
Consolidated Cigar Corp.	282,341	203,541
Continental Baking Corp	830,992	736,587
Continental Motors Corp	D905,940	D471,659
Continental Oil Co	2,377,312	3,133,696
Corn Products Refining Co.	4,402,165	3,881,564
Coty, Inc.	364,603	406
Cream of Wheat Corp.	569,453 3,731,371	479,915
Curtis Publishing Co	3,731,371	3,773,297
Curtise-Wright Corp.	94,307	D260,228
Cutler-Hammer, Inc.	105,489	221,438
Devoe & Raynolds Co	269,377	201,585
Diamond Match Co.	1,043,446	1,123,544
Du Pont, E. I., de Nemours & Co.	23,553,598	22,450,485
Durham Hosiery Mills	86,593	D64,102
The second secon	00,000	201,200
Eagle-Picher Lead Co.	D110,242	120,793
Eastman Kodak Co. Electric Auto-Lite Co.	6.745,676	7,048,951
Electric Auto-Lite Co	827,448	1,342,668

<sup>\*</sup> D where found in this table indicates deficit.



- That an American annual has done for American photography what Das Deutsche Lichtbild and Photographie have done for European photography. The name of this annual is U. S. CAMERA.
- That this annual contains the work of leading American professional and amateur photographers.
   To wit: Steichen, Bruehl, Genthe, Bourke-White, Lohse, Rittase, Aikins, Ruzicka.
- 3. That the pictures cover these fields, Illustration, Portraiture, Pictorial, Miniature Camera, Scientific, Aerial, News.
- That this annual contains the best in color photography—the work of Steichen, Bruehl, Hesse, Muray, Genthe, and others. 12 pages in all.
- 5. That the pictures have been selected by this Committee: Steichen,

- Hiller, Martin, Lohse, Genthe, Bruehl, Brodovitch, Treacy.
- That U. S. CAMERA is printed in Beck Gravure by the Beck Engraving Company. Color reproductions are by Beck and Condé Nast.
- 7. That a short explanation accompanies each picture. (Picture title, name of photographer, camera, lens, aperture, exposure, film.)
- 8. That the editor of U. S. CAMERA is T. J. Maloney; the publishers are William Morrow and Company.
- That the price of U.S. CAMERA is \$2.75—less than half the cost of comparable European annuals.
- That the pre-publication sale of U. S. CAMERA is over 5,000 copies, more than one-half the first edition.

## IMPORTANT

The U. S. CAMERA SALON, to be held in the Mezzanine Galleries of the R. C. A. Building, Rockefeller Center, marks the establishment of the finest annual photographic salon in America. All major fields of photography—Illustration, Portraiture, Miniature Camera, Pictorial, Aerial, News, Scientific—will be strikingly presented in the work of America's greatest cameramen. The exhibit opens October 1st, ends October 12th. It will be open to the public and free of charge to all. After the New York showing, the salon will tour the principal American and European cities.

Half

1935 75,819 35,500 83,888 00,738 54,955 17,706 12,739 21,415 49,117 89,024 59,003 32,866

19,117 89,024 59,003 32,866 14,406 01,015 26,015 13,296 62,170 15,378 9,782 2,487

4,120 4,120 8,226 0,294 1,183 0,582 2,819 4,774 6,509 7,730 9,069 8,983 7,550 3,563

7,730 9,069 8,983 7,550 3,563 8,152 8,510 1,231 1,231 1,309 1,437

,309 ,437 ,508 ,207 ,810 ,980 ,017 ,088 ,064 ,541 ,587 ,659 ,696 ,564 ,406 ,915 ,297 ,228 ,438

Sept. 26.

35	Sept. 20,
5 449 17 90 18 00 84 24 54	Pet Milk Phillips F Phillips-Jo Purity Be Radio Cor Raybestos Real Silk
05 40 40 29	Radio Cor Raybestos Real Silk Reo Moto Republic Revere C Ritter De Royal Ty Savage A Schenley
22 38 75 40 78 74 27	Savage A Schenley Scott Pap Sharpe & Shattuck Shell Uni Simmons Skelly Oi Standard
46 80 25 29 26 87 77 56	Standard Standard Standard Sterling I Stewart-V Sun Oil Sweets Co
15 20 42 81 05	Thermoid Thompson Tide Wat Timken I Timken I Truscon Tung-Sol
12 66 17 15 96 16 60 00	Union Countries and Countries and Countries and Countries are considered as a countries are considered as a countries are considered as a considered as a countries are considered as a considered a
26 77 33 58	Vadsco S Van Raa Vick Che
15 71 26 77 33 58 35 35 38 49 24 24	Walworth Ward Bs Webster- Western Western Wheeling White M White R White S Worthing Wrigley,
16 13 13 13 19 10 11 10	White So Worthing Wrigley,
99	Youngsto
10	Zonite P
50 18 52	Edell Jo Mortor politan York, as

Company 1934 193 \$889,459 146,025 Endicott-Johnson Corp.

Eureka Vacuum Cleaner Co. \$820.0 118,1 
 Fairbanks, Morse & Co.
 22,228

 Federal Motor Truck Co.
 37,097

 Field & Co., Marshall
 D1,907,000

 Firestone Tire & Rubber Co.
 1,521,745

 Florsheim Shoe Co.
 280,483

 Fyr-Fyter Company
 D1,295
 134,4 D843,4 2,155,0 306,7 17,7 
 Gabriel Co.
 D30,298

 General Baking Co.
 742,884

 General Cigar Co.
 1,072,314

 General Electric Co.
 9,463,991

 General Foods Corp.
 5,882,712

 General Motors Corp.
 69,586,613

 Gillette Safety Razor Co.
 1,966,078

 Goddrich Co., B. F.
 1,486,956

 Goodyear Tire & Rubber Co.
 2,617,197

 Gotham Silk Hosiery Co.
 D203,081

 Graham-Paige Motors Corp.
 22,005

 Greyhound Corp.
 717,049
 D33,9 871,0 11,541,4 83,729,8 2,171,3 2,404,7 D190,8 1,434,6 Hat Corporation of America ..... 155,766 1,801,481 2,493,250 227,1 
 Hat Corporation of America
 155,766

 Hercules Powder Co.
 1,801,481

 Hershey Chocolate Co.
 2,493,250

 Heywood-Wakefield Co.
 D59,099

 Houdaille-Hershey Corp.
 725,808

 Housebold Finance Corp.
 1,832,081

 Hudson Motor Car Co.
 D618,160

 Hupp Motor Car Co.
 D1,479,367
 1,543,6 2,422,1 D53,1 1,773,6 1,832,081 2,234,6 D618,160 560,0 D2,090,4 International Business Machines Corp.
International Cement Corp.
International Nickel Co. of Canada
International Salt Co.
International Shoe Co.
International Silver Co. 3,401,176 346,973 10,012,642 3.548.1 455,0 10,338,2 191,047 4,860,354 137,6 3,568,10 D336,7 16,492 Johns-Manville Corp. ..... 798,0 173,855 Kendall Co. 413,530 250,231 104.8 Kimberly-Clark Corp. ..... 566,7 Lambert Co.
Lehn & Fink Products Co.
Libbey-Owens-Ford Glass Co.
Lindsay Light Co.
Loose-Wiles Biscuit Co. 1,127,751 296,884 2,532,319 18,479 725,314 820.4 94.4 4,284,3 30.6 699,3 McCall Corp.
McGraw-Hill Publishing Co.
McKesson & Robbins, Inc.
McQuay-Norris Mfg. Co.
Mack Trucks, Inc. 770,914 813,9 770,914 145,664 1,012,973 200,511 180,980 1,046,574 429,408 273,9 789,8 267,6 D319,0 Mack Trucks, 186.
Maytag Co.
Mead Johnson & Co.
Melville Sboc Corp.
Minneapolis-Honeywell Regulator Co.
Mohawk Carpet Mills, Inc.
Monsanto Chemical Works 1,232,10 552,0 971,51 271,1 373,61 1,074,402 240,004 1,379,035 149,307 D72,200 280,771 1,848,4 Monsanto Chemical Works
Mullins Mfg. Corp.
Munsingwear, Inc.
Murray Corp. of America 284,12 1,202,62 Nash Motors Co. I
Nast Publications, Inc., Condé
National Blacuit Co.
National Blacuit Co.
National Dairy Products Corp.
National Dairy Products Corp.
National Distillers Products Corp.
National Enameling & Stamping Co.
National Lead Co.
New Jersey Zinc Co.
Noblitt-Sparks Industries, Inc. D1,017,089
D21,447
....6,264,851 D962.2 30,04 4,233,88 1,002,947 4,009,388 5,798,163 210,889 697,91 3,464,89 2,882,7 2,066,755 2,086,511 140,632 2,615,51 243,00 
 Packard Motor Car Co.
 D2,968,144

 Parker Rust-Proof Co.
 550,227

 Penick & Ford, Ltd., Inc.
 489,079
 290,46 573,94 478,45 1935

935 0,049 8,117

6,990 4,418 3,400 5,084 5,724 7,754

3,905 1,040 1,940 1,429 2,722 1,838 1,375 1,040 1,778 1,774 1,827 1,610

,146 ,680 ,125 ,129 ,626 ,687 ,077 ,456

115 ,020 ,242 ,681 ,105 ,757

012 866 717

60 48 52

	****	
Pet Milk Co	1934	1935
Pet Milk Co	\$534,863	\$124,464
Phillips Iones Corp.	65.844	5,019,975 50,087
Phillips Petroleum Co. Phillips Jones Corp. Purity Bakeries Corp.	2,510,158 65,844 137,643	249,259
Radio Corp. of America Raybestos-Manhattan, Inc. Real Silk Hosiery Mills Reo Motor Car Co. Republic Steel Corp. Research Copper & Brass, Inc.	1,771,581	2,289,136
Raybestos-Manhattan, Inc.	719,832 D413,459	752,360
Real Silk Hosiery Mills	D413,459	110,285
Reo Motor Car Co.	D506,944 805,443	42,156 2,756,564
Revere Copper & Brass, Inc. Ritter Dental Mfg. Co. Royal Typewriter Co., Inc.	968,576	513,598
Ritter Dental Mfg. Co	10182,371	D19,813
	476,156	642,851
Savage Arms Corp. Schenley Distillers Corp.	D65,029 4,272,567 419,171 526,045	D48,781
Schenley Distillers Corp.	4,272,507	3,030,652
Sharpe & Dohme	526,045	420,622 402,546
Scott Paper Co. Sharpe & Dobme Shattuck Co., Frank G. Shell Union Oil Corporation		86,310
Shell Union Oil Corporation	D938,683	528,735
Simmons Co.	D697,281	305,991
Standard Brands, Inc.	8.390,587	5.816.374
Standard Oil of Calif	D938,683 D697,281 232,319 8,390,587 7,340,834	10,583,142
Sheil Union Oil Corporation Simmons Co. Skelly Oil Co. Standard Oil of Calif. Standard Oil of Indiana Standard Oil of Kansas		86,310 528,735 305,991 737,101 5,816,374 10,583,142 13,191,166
Standard Util of Kansas	231,759	15,310 4,725,913
Stewart-Warner Corp.	5,037,011 540,260	1,020,491
Sun Oil Co	3,818,018	3,157,863
Sterling Products, Inc. Stewart-Warner Corp. Sun Oil Co. Sweets Company of America	38,965	34,022
Thermoid Co. Thompson Products, Inc. Tide Water Associated Oil Co. Timken Detroit Axle Co. Timken Roller Bearing Co. Truscon Steel Co. Truscon Steel Co. Tung-Sol Lamp Works	93,446	120,877
Thompson Products, Inc.	427,795	393,126
Timber Detroit Ayle Co.	2,678,385 204,729	3,367,453 397,426
Timken Roller Bearing Co	2,576,293	4,522,278
Truscon Steel Co	D119,606	4,522,278 D161,538 201,158
	163,872	201,158
Union Carbide & Carbon Corp.	1,392,091	1,469,900
Union Carbide & Carbon Corp.	9,117,444	10,626,157
United American Bosch Corp.	131,324	2,950,000 137,099 361,662 4,550,000
United Biscuit Co. of America	491,277	361,662
United Fruit Co	9,117,444 300,000 131,324 491,277 6,317,000	4,550,000
U. S. Gypsum Co.	1,141,668	1,627,477 112,351 275,530
U. S. Industrial Alcohol Co.	352,275	275,530
U. S. Playing Card Co	122,627 352,275 371,095	313,493
Union Carbide & Carbon Corp. Union Oil Company of Calif. United American Bosch Corp. United Biscuit Co. of America United Fruit Co. U. S. Gypsum Co. U. S. Hoffman Machinery U. S. Industrial Alcobol Co. U. S. Playing Card Co. United States Rubber Co. U. S. Steel	26,588	658,580
U. S. Steel	D1,639,724 31,001	D2,936,294 D837,424
	D57,182	D92,891
Vadsco Sales Corp	112,427	326,796
Van Raalte Co. Vick Chemical, Inc.	981,917	1,044,751
Walworth Co	134,758	D219,550
Ward Baking Corp	D3,895	320,397
Webster-Eisenlohr, Inc.	D98,143	D87,080
Western Dairy Products Co. Western Dairy Products Co. Westinghouse Elec. & Mfg. Co. Wheeling Steel Corp. White Motor Co. White Rock Mineral Springs Co. White Serving Mechine Corp.	D173,571 D31,725	1,039 6,265,188 1,602,871 D851,573
Wheeling Steel Corp	1,076,178	1,602,871
White Motor Co.	D640,520	D851,573
White Sewing Machine Corn	1,076,178 D640,520 315,299 D83,914 D479,370	234,417 D67,900 D247,023
White Sewing Machine Corp.  Worthington Pump & Machinery Corp.  Wrigley, Wm. Jr., Co.	D479,370	D247,023
Wrigley, Wm. Jr., Co	3,879,543	3,797,452
Yale & Towne Mfg. Co	62,265	61,838
Yale & Towne Mfg. Co	D411,261	D471,011
Zonite Products Corp	189,555	D503,664
come riouses corp	207,555	2,300,004

# Edell Joins Metropolitan

Morton Edell has joined the Metropolitan Advertising Company, New York, as an account executive.

#### Leaves Stefan, Inc.

Edward J. Stefan has retired from Stefan, Inc., Milwaukee window display installation service.

# The Problem of Types

Wherein Photographer Keppler Takes His Pen in Hand and Writes Some Free Copy

> VICTOR KEPPLER NEW YORK

Editor of PRINTERS' INK:

I understand that you don't mind disagreement, and actually run letters in disagreement with the views of your own staff, especially if the letter contains a constructive idea. All right, here is such a letter.

It is free copy, but I'd like to give the readers of PRINTERS' INK one or two constructive suggestions in spite of Don Gridley.

. . .

If you saunter around a bend in a path and suddenly find yourself face to face with a rampaging lion,

the result is action.

If you are thumbing through the pages of a paper or magazine and come upon a lion, the result is also action. In this case it may not be a lion, it may be a tomato or a cigarette or a boy and his girl in a canoe. But if it's a photograph it has to stand the lion test. Either it makes somebody do something or it doesn't.

In a recent discussion of types in advertising photographs,\* Don Gridley sighed about the sad state of this enterprise. He yawned at the monotonous procession of dummies togged out in accessories which stamped them as doctors, dentists, soda-jerkers, and motormen. I happen to agree that more and more originality is needed, but because he did not or could not analyze the problem from the photographer's viewpoint, I would like the floor for a minute.

The use of illustrations in advertising depends upon two axioms—first that a picture is more of an attention-getter than printed copy; readers will look at a picture—any picture, quicker than if the page is

\* "Too True to Type," by Don Gridley, PRINTERS' INK, August 15, 1935, page 64.

type and white space. Second, one picture can convey the intended message better than many words—if it is a completely successful picture.

If an advertiser, his agency, and the photographer could concentrate on only the first of these two points, we could dispense with types altogether. The job then would be to make a lion out of the material at hand, something to stop the reader, and the more outlandish the picture was the better success it would be.

But the message—that puts the whole business in a different light. It introduces the factor of recognition. The reader must know at his first glance what the picture is, what it says, and why somebody paid to put it in front of his nose.

The only effective way of meeting these demands is by the use of types. For no matter what model you select, someone, somewhere will not recognize him for what he is, as an individual. Take Paul Whiteman with his trade-marked dome and afterthought mustache. Millions know him by sight. But millions don't.

Yet, if you take Joe Jones, put a baton in his hand and snap him waving his arms, ten times as many readers will say, "That's somebody leading an orchestra," when they see Joe's picture.

That is one way to do it. But if in the volume of advertising copy circumstances demanded illustration of band leaders day in and day out, as doctors, dentists, and other types are demanded, everyone would get pretty tired of seeing that baton waving all the time. They would join the Gridley clan and call for more originality.

When the storm gathers and the demand for originality is heard, what can the photographer do to bring the agency's sketches to life, zine ar He No. 1

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Mod plicant look li haven' model like a eye, b actor. It is

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to scatter lions through the magazine and newspaper trails?

He can do one of two things:
No. 1—He can take enough time
to discover a model who looks the
part without accessories. He can
make this model talk, by bringing
out the personality and background
of the model. This method is not
always feasible; but if, for instance, a laborer is required, the
objective should be to get a model
who looks like a laborer in spite
of his overalls, not because of them.
The best place to get these laborers is on the job. It is my conviction that model agencies are just
about 10 per cent useful for the
photographer who is a lion hunter.

Model agencies can furnish applicants who can be made up to look like the real article, but they haven't the feeling inside them. A model may be togged out to look like a truck driver to the naked eye, but he'll photograph like an actor.

It is harder to work with inexperienced models. It may take sixty negatives to catch a fleeting expression. But work the camera fast, use a little psychology on the subject, and the finished print is the real article.

No. 2—The second method of bringing originality into the struggle against dull types, is to use imagination in the accessories.

Mr. Gridley commented on the fondness of advertisers for doctors with morning coats and goates. Yet isn't it possible to convey an even stronger impression that you are looking at a doctor, if the picture is staged in this fashion—a lovable, friendly old gentleman bending over a crib, with a washbasin and towel at his side?

One of the great mistakes made in advertising photography is in trying to force recognition without the proper assistance for the reader, using a single figure without helpful "props" surrounding him. The model has to be fairly labeled which type he is supposed to be representing, then a few objects arranged in effective composition with the model would create just as big a lion with greater message-conveying effectiveness.

VICTOR KEPPLER.

# Some Publisher needs this man

I know a man who is 100% equipped to take on those important publishing details which keep busy executives from even more important activities.

More than twenty years of successful experience.

A fully rounded training in every phase of publishing circulation, production, finance, business promotion.

A mighty useful right hand for any publishing executive.

Skill, loyalty, enthusiasm for work, money-saving ability plus sales-building ideas are here combined in one man in a way which assures some man an invaluable assistant at a reasonable salary.

Write "A. R. B.," Box 135, Printers' Ink.

# To Advertise Chemistry

OCTOBER will see the opening of a campaign by E. I. du Pont de Nemours & Co. to bring home the importance of chemical research in everyday life, building prestige for the entire Du Pont

One feature of the campaign will be a weekly coast-to-coast radio broadcast. The program will be historical, entitled "The Cavalcade of America." It is to consist of dramatizations of little-known incidents in American history. The angle will be inspirational—an attempt to interpret the qualities of the people whose efforts built America.

Commercial announcements will take the form of brief tales of research and industry, without dwelling on the merits of specific

products.

Simultaneously, a series of magazine advertisements will appear in a national weekly and in selected college publications. The copy will comprise human-interest stories shaped around the bearing that chemistry has on daily living.

A further feature of the campaign will be the continuance of "The March of Chemistry," an exhibit of Du Pont products, which



has already been shown at the National Cotton Show, Marshall Field's in Chicago, and the Eastern States Exposition.

#### Heads Sales of New Product

L. Frederick Sinclair, formerly general manager of the Epicure Wine and Spirits Corporation, North Bergen, N. J., has been appointed general sales manager of Rivas & Company, Inc., New York. This company is marketing a new product, Reevatone, a bottled eggmond trink for which a merchandising campaign will shortly get under way.

### Pontiac Advances Worden

Howard T. Worden, assistant to Frank
A. Berend, advertising manager of the
Pontiac Motor Car Company, has been
appointed director of the company's mass
selling department. This department
will direct pre-selling activities in connection with the merchandising program.

Death of Ernest John

Ernest John, former advertising manager of the Victor Talking Machine Company, Camden, N. J., died last week. He entered the employ of the Victor company in 1910, continuing with that organization for seventeen years. Mr. John was sixty-one years old.

Veterans' Club Elects Keim

George Keim, of John B. Woodward, Inc., has been elected president of the Veterans' Advertising Club, Chicago. Three committee men have also been elected to carry on the work of the club. They are: Charles L. Haskins, of Notional Petroleum News, elected vice-president; William C. Webber, of the John D. Cullen Company, re-elected treasurer, and Thomas Harris, of Evans Associates, Inc., elected secretary.

### To Hold Insurance Conference

The Fifth Annual Mutual Insurance Advertising-Sales Conference will be held at Des Moines, Iowa, October 7 to 10, concurrently with the National Association of Mutual Insurance Companies and Federation of Mutual Fire Insurance Companies convention, which is being held at the Savery and Fort Des Moines hotels.

Buys New York "Press"

Joseph A. Maloney has bought the The New York Press, New York. He was the former business manager of that weekly. pounds and so of the mainin sold u

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# Private Brands Gain Power

(Continued from page 10)

in 1934, approximately 300,000,000 pounds constituted the nationally and sectionally advertised brands of the coffee roasters. The remaining 1,000,000,000 pounds were sold under various private labels.

sold under various private labels. Distributors find that private-label canned goods and bottled goods especially lend themselves to volume sales. These two lines constitute the backbone of the distributors' merchandising programs. Most distributors guard carefully the quality that goes into the can or jar. So careful are they in selecting the pack that they offer their products to consumers with the same guarantee of quality which usually goes with the advertised brand.

### Will Not Change Back to Advertised Brands

Distributors are confirmed in their belief that they can establish a more lucrative and more permanent business on their own brands. When the direct question was put to them: "Would you change your policy concerning your own brand if a greater profit were assured on the advertised brand," the unanimous answer was emphatically "No." "If such a thing should happen," one distributor added. "certainly by that time there would no longer be an incentive to feature the advertised brands, because our own brand would be too well established."

"The national advertisers," another said "as a general rule, have forced us to establish our private-label goods as they could not see their way clear to give a living profit for us and for our retailers in their own goods. For years they have had the power to choose their customers. By letting the chain stores demoralize the market on their goods they have forced all independent dealers away from the nationally known brands into jobbers' private labels."

A Chicago jobber said that even

if the profit on the national brands were restored, it would not be sufficient to make merchandising of national products attractive. "However, should a legitimate profit be made compulsory," he said, "we might permit nationally advertised brands to flow more freely through our warehouse."

"There is a remote possibility," said a jobber from Texas, "that the vigilance among some of the private-label distributors may relax somewhat if a fair margin of profit is returned on the nationally advertised products, but only among those who do not take their own brands seriously."

"There is not enough promise in price maintenance to lessen our interest in our private labels," commented a Tennessee jobber. "We have been in the private-label business so long that the retail trade as well as the customers in our market are well acquainted with our lines. Our policy toward our private labels will not change. We believe now above all times is the time for the jobber to fortify himself with his own brands for future protection."

#### Advancing Commodity Prices Will Have Little Effect

Even advancing commodity prices will have very little effect on future private-label policies of the distributors. They do not believe higher prices will place them in an unfavorable position to continue to merchandise their own brands in competition with the national brands, even if the spread between the national and private label diminishes to the narrowest margin. Distributors have commented on the tendency of some manufacturers to reduce the spread between their advertised brands and the brands they pack for the private-label distributors.

"This only makes us want to work harder for our own brands," said one jobber. "We are not go-

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the He r of ing to lie down and roll over when they put the pressure on in this manner," he continued, "and I don't believe any other live-wire whole-sale grocer will, either." In other words, advancing commodity prices will have no effect on the present brand policies adopted by most of the distributors. As an Illinois distributor pointedly remarked, "We have seen our own brand of peaches, No. 2½, sell at \$5.75 a dozen and today we are selling it at \$2.15. We are just as anxious to sell it today as we were then."

### Opinion of One Voluntary Operator

The opinion among several distributors is that an advancing market will be more favorable to the private brand than it will be to the national brand. "If any wholesaler is foolish enough to give up the fight for private labels," one voluntary operator stated, "then his voluntary retailers will compel him to carry on. If distributors fail to do this, in my humble opinion it means their elimination from the retail grocery business. I can see no possible way for the independent retailer making a decent living on nationally advertised goods."

The average distributor argues that the house brand can succeed in proportion to the success achieved by the nationally advertised brands. To achieve this success, however, the distributors visualize a reasonably complete line of items with a substantial investment in labels, with an intelligent buying department that can maintain uniform quality of every item from year to year, with the buyer constantly on the alert for new and attractive items. Where such a firm is willing to pay the price of putting a house brand on the market, the prevailing opinion in the trade is that it must succeed.

They have seen their private labels grow steadily in volume each year and—most important—in public acceptance. "Our customers and our retail members know that the merchandise on which we put our label is at least as good as its nationally advertised competitor," were the challenging remarks of

one distributor. "And we know and our retailers know, that the profit to us is greater on our private-label goods and also that frequently our private-label items outsell the nationally advertised brands."

When one points out to the distributor the job the advertised brand has done in building up his business and how it is bringing customers into his retailers' stores, he comes back with the retort that his private label is just as valuable to him as the nationally advertised product is to the manufacturer. He will elaborate on how he has spent a great deal of time and thought in producing his own brand; how he is putting his own money behind it and is trying to give the consuming public just as fine quality as the national advertiser boasts of, and winds up with the statement that no Governmental law or agency can drop it from his merchandising program.

### Effect of Food and Drug Act on Private Brands

One distributor went further in stating that even the provisions of the proposed Food and Drug Act which may require an accurate description of the merchandise contained in the package, will enable the private label to be branded as to contents just as the manufacturers' nationally advertised products are branded, and still be sold for a lower price. "If this becomes a law," this distributor pointed out, "it will prove to the public that, although the merchandise is offered under the private label, the contents are of the same quality as that of the advertised brand. Therefore, the consumer will not have to pay the premium he now pays for the national brand."

Is there a way to halt further private-label growth? Judging from the opinions expressed by leading distributors, there is little the manufacturer can do to change the minds or the views of these sponsors. Frankly, I do not believe that price maintenance is the solution, because legislation will not stop private-label growth, but only encourage it. All the efforts and

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attempts that have been made to pass adequate price maintenance legislation have proved futile. Even the existing price maintenance laws which have been placed upon the statute books of several States are insufficient and inadequate.

What then can the advertiser do to protect his investment in national advertising and to maintain his priceless consumer good-will which has required years of time and millions of dollars to develop? He cannot hope for miracles.

First, he must not consider that the private label is but a temporary expedient of a disgruntled distributor who is using his own brands to recoup lost profits. He must view the private brand as a formidable competitor. Second, he should analyze his sales and advertising policies and scrutinize them carefully to find out what he is doing or what he is not doing to work in closer co-operation with the trade. Third, he should analyze carefully how much dealer good-will his product actually enjoys in the trade.

His present sales records are no criterion for determining the actual value of his good-will. Perhaps he may be discriminating against a certain type of distributor. Perhaps his sales organization does not know of the changes that have taken place in distribution and of present sales and advertising practices. Perhaps the type of national advertising he is doing is not meeting with the sympathetic response of the distributor. Perhaps he hasn't taken sufficient advantage of point-of-sale selling which the distributor offers today.

In other words, the national advertiser must now give this problem more than passing thought. There is no one answer to this problem. It must be worked out individually by each manufacturer. So far, he has evaded the problem completely and has refused to believe that the private label would in time become his greatest competitor. This competition faces him today more forcefully than ever before. How he will survive it, depends only upon himself and the methods he pursues in building good-will for himself and his product.

LITHOGRAPHERS: how about that big account you want to crack? LET US HELP FAWN-ART STUDIOS:

WHAT qualifications are you looking for in a man?

Men of varied experience and ability advertise in these pages, seeking opportunity to sell their services.

The chances are you will find several likely candidates for the job by looking over recent advertisements. Many competent men have been located in this manner with a minimum of expense and trouble.

If you have any difficulty in finding a man to measure up to your specific requirements, locate him by advertising in PRINTERS' INK. It requires only a small expenditure to get in touch with really worthwhile men.

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rosell
John Irving Romer, Editor and President
1908—1933

PRINTERS' INK PUBLISHING Co., INC. 185 Madison Avenue, New York

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NEW YORK, SEPTEMBER 26, 1935

Poison in the Air Greedy, ruthless Big Business went on the air

last week in the interest of peace. The House of Squibb, which is not merely big, but also a big advertiser, took a half-hour of radio time—the first half-hour in a series of similar broadcasts—to spread into unsuspecting American homes a message concerned with the betterment of life.

Let the brazen facts be set upon the record. Last Thursday's half-hour was no sudden onset of Squibb iniquity. In just such sin has Squibb been steeped for years—steeped as deeply as its colleague companies in its industry. For more than a decade, Squibb has advertised. For more than three-quarters of a century, its laboratories have searched, darkly, for medicines to ease human agonies and remedies to save human lives; and these things its salesmen have carried across the land to hospitals and physicians.

Hence last week's linking of Squibb with World Peaceways to carry into American minds and American hearts a more vivid realization of the horror and the futility of war was but the extension of a pattern of nefarious intent—a purpose—and let all the truth come out—as wicked as the purpose of the Peaceways movement, itself, and of the advertising writers and the publications that have given their labor and their space to the Peaceways' copy.

Thus brazenly works the profit motive in a stronghold of capitalism. Thus anti-socially operates capitalism's creation, the soulless corporation, in a benighted land.

How different in Europe! How different where the ether and the press are guarded by vigilant Government against the wiles of advertisers who would disseminate such stuff. How different over there, where eager, bright-eyed boys, unspoiled by love and untouched by the bonds of brotherhood, will die to fill the scars of war-lashed battlefields.

Another Path Is Cleared? Legal counsel to advertisers of securities needn't feel jumpy. Upon the word of a member of their own profession—John J. Burns, general counsel for the Securities Investment Commission—the lawyers' timidity, which has operated to hold down the volume of financial advertising, is largely unwarranted.

To the financial advertisers' Atlantic City conference, Mr. Burns carried the assurance that securities advertising need not be burdened, under the law, by a mass of detail about the enterprises by which the advertised securities are issued, and that this information can be held to the proportions of a thumb-nail, "biographical" sketch.

To that effect, Mr. Burns went on record.

And he went on record further to the encouraging effect that the Securities Investment Commission would ing flo Anot

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would like to see financial advertising flow in great volume.

Another green light—another signal to go ahead? Let's hope so. Last Sunday,

Saviors, Inc., fifty subscribers for Saviors of Consumers' Research, Inc., journeyed to CR's home town, determined to conciliate a strike of CR workers-a strike that, for a number of dogged but not necessarily inarticulate days, has been crimping CR's consumersaving.

The peacemakers contacted one director, who said he was willing to arbitrate, but couldn't speak for the other directors, including F. J. Schlink, consumer-saver-inchief, none of whom could be reached.

Thwarted only temporarily, the visiting subscribers revealed that, to the end of settling this strike, by hang, they'd organized a special league.

And the spectacle of consumers banding militantly to save their saviors somehow brings to mind an old song's question: Who takes care of the caretaker's daughter when the caretaker's busy taking care?

How true it is, Prizes and Mr. Dinsmore! Pulling Power We know exactly what you mean. Indeed, we do.

Mr. Dinsmore, whose first name is Wayne and whose busy and articulate mission in life is the executive secretaryship of the Horse and Mule Association of America, has just returned from a tour of the State fairs. In particular, he has been bending his learned gaze upon horses and their pulling power and what's being done about the situation. And he transmits to us a pretty gloomy report.

It actually appears that, on the breeding farms, everybody works but father. However well they may be performing their other mission in life, the breeding sires lead lives of ease. They know not the collar, nor yet the doubletree.

Fact! "The average stallion used today"-and the words are Mr. Dinsmore's own-"has never worked at all. If owners will 'pull' their stallions a few weeks, they will soon select those that are willing to work, that have the strength to pull great loads, that have the constitution to stand up under hard work; and that sort of spirit is what is needed to improve the American work horse."

And it is a parallel of the horse crisis that we observe every time some well-meaning person or institution offers a stack of medals and a cord or so of plaques for prizewinning advertisements. We've seen advertisements that, in a contest on points, could arch their necks and paw the ground and snort so perfectly as to strike dumb with admiration a whole benchful of judges and we've seen winners of bestin-show that couldn't pull a dime's worth of business.

And how they reproduce and multiply their kind! Let one win a ribbon, and for months thereafter the magazines will groan with its progeny.

We sympathize, Mr. Dinsmore, and sympathize with understanding; for, you see, on our side of the fence, begetting takes the form of imitation-and so our plight is exactly like the horses', only worse.

Last week the Re-packaging Santa Fe Railway Railroads proved that the fifty-three-hour running time of its famous Chief between Chicago and Los Angeles is at least a halfday too long.

True, the Santa Fe proved its point with a comet-like Dieselelectric that, without working up a sweat, clipped two hours and eighteen minutes off its own record between Chicago and Kansas City.

As has been reported in PRINT-

Sept. 26.

ERS' INK, the Western railroads are going places.

And what of the East? As engineers well know, higher speeds are not conditioned wholly upon streamlining or Diesel-driving. Higher speeds would call, discretely, for better roadbeds; but in rolling stock, most of the roads already are equipped to hump themselves a bit.

This week, there met in Chicago for the first time the Transportation Association of America, organized to conduct research and to devise ways to "educate the public in all forms of transportation."

Friends of the railroads will hope that not more than a modicum of that "education" will consist of propaganda against public ownership and that something like a maximum will consist of merchandising the improved product that the roads now have to offer.

Especially
Congress

In one of those occasional lapses in diction that beset even the ablest of wordsmiths, the President has called a "breathing spell." What he meant to herald, of course, was an interlude of business action.

Yet, unconsciously he may have been carrying forward the football metaphor with which he has been wont to describe his administrative policy. He has called himself a quarterback, running off the plays, some of them admittedly experimental, that contingencies have seemed to demand. If, in this light, this is the breathing spell he promises, then the game thus far has been a contest between Government and industry; and industry is scarcely to be censured or hooted by the crowd if industry, weary from being dragged up and down the field and still somewhat bewildered about whose goal is whose, sits down, dazedly, in the water bucket and holds its spinning head in its scuffed and battered hands.

Nor is industry to be condemnel if, in the recess, it tries to keep one shantied eye focused upon the timekeeper and the other on the roving, galloping, free-running quarterback who always seems to have the ball.

More dignifiedly, Ernest T. Weir, chairman of the National Steel Corporation, addressed the thirteenth annual convention of the National Industrial Advertisers Association in Pittsburgh on "The Next Step for Business Men."

Unless strong, intelligent and widespread opposition develops soon, Mr. Weir told the advertisers, "government of a kind we have never before seen in America may have both hands on business and

perhaps on everything else." "The only sure preventive," said the steel-maker, "is for the American people to awake in time to the real implication of what is going on. For that reason, if men such as ourselves could ever have afforded to regard action of government as something of only academic interest, we certainly cannot afford to do so now. Common sense dictates that we use every legitimate means at our command to force an over-ambitious Administration to confine itself to rightful fields of government and within those fields to use the power given it by the people to build, not to destroy."

PRINTERS' INK has urged that business take at its face value the President's breathing-spell letter to Roy Howard. We have urged that industry, knowing the rules, proceed with its plans of enterprise.

But even in a friendly set-toperhaps especially in a friendly set-to-sportsmanship does not forbid one's keeping the other fellow in sight. And may we presume to remind Mr. Weir and his fellow watchers that, in this instance, the other fellow includes Congress: In the current circumstances, we might say especially and particularly Congress.

# Newell-Emmett Company

Advertising · Merchandising Counsel
40 EAST 34TH STREET
NEW YORK

"Not how much, but how well"

— means that we are concerned more with the quality of our work than the quantity.

Such a policy will probably prevent us from ever becoming the largest agency.

But it will help us in trying to be the best.

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# The Little Schoolmaster's Classroom

FREQUENTLY it happens that a company builds a line of products over a period of years. In doing so it looks upon these products individually and creates packages the same way, with little regard to the other packages in the line. The result is that the family of products has no strong resemblance running throughout.

Chappel Bros., Inc., have had to meet this problem and are now putting on the market a complete line of re-designed packages. While each package in itself is strongly individual there is a definite family resemblance throughout the line brought about by a simple treatment of a comparatively few elements.

Perhaps the most interesting phase of this re-designing job so far as members of the Class are concerned is the way family resemblance has been maintained between cans with their circular shape and cartons with their square shape. The illustrations on this page show both the improvements made in the re-design and, also, how the re-

semblance is carried through with different shapes.

The man who designed the package made a survey of retail outlets and found that the diagonal band was a most simple yet uncommon pattern for labels. Thus the line is given effective individuality.

In appearance, it was a typical department-store advertisement in an Indianapolis newspaper. The illustration showed a bicycle, some costume jewelry, home furnishings, golf bags and clubs, traveling cases, a fur coat, a chest of silver, a saxophone, a camera, and a trophy cup. Furthermore, the text was so arranged that the items were featured with heavy type and what looked to be prices were listed after each item.

A closer study revealed that this was not a department-store advertisement but was signed by the Grain Dealers National Mutual Fire Insurance Company which was using the copy to explain its service.

The first paragraph of the copy



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### Indianapolis Firm Salutes Nearby Towns

An unusual radio program goes on the air Sunday, Sept. 29, over W I R R, Indianagolis. Kirk Furniture Company of that city is sponsoring a series of weekly programs, each of which will "salute" one of the smaller cities surrounding the Hoosier capital.

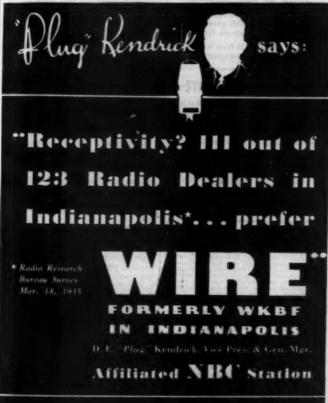
Announcers and artists will visit the selected town in a mythical airplane; prominent singers and musicians from that community will be guest stars. Out-of-town trade, plus the good-will of former residents of the "saluted" cities, are specific objectives of the series, but it is expected to have general appeal.

### When Votes Mean Sales

Listeners balloting for their favorite in the Circle City Rubber Works-WIRE Amateur Hour are urged to visit the sponsor's service stations to make their votes count more. Sales soom as the suggestion clicks with car-owners.

### Pre-View Aids Merchandisers

Before planning his merchandising cooperation with the new Ex Lax "Strange as It Seems" series, Boss Merchandiser J.M. Matheny of W I R E held a staff "pre-view" of the first transcription. He predicts a big success for the program and its sponsoring product in Indianapolis.



National Advertising Representatives

PAUL H. RAYMER CO., New York . Chicago . San Francisco



# Makes its own staples. 5000 in one loading.

For free trial, without obligation or expense, simply return this advertisement attached to your business letterhead.

The BATES MFG.CO., 30 Vesey St., New York Makers of BATES HUMBERING MACHINES-Dogs. 1-A

# Agency Radio Executive-

connected with radio for fourteen years and with agencies for six, experienced in all forms of radio production and space buying as well as the production of commercial slide films, single, Protestant, desires position in radio department of some large agency, preferably in New York. Now employed in this capacity in Chicago. Details on request. Address: "E," Box 188, Printers' Ink.

# AVAILABLE

Executive with recognized reputation as successful organizer. Background of practical experience in Administrative and Sales capacities. Outstanding performance during the height of depression proves ability to formulate plans and carry them to assured results. College and specialized education. Address "D," Box 157, P. L.

#### BINDERS

To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly holding twelve copies is \$1.25, postpaid, and the Monthly holding nine copies \$2.00, postpaid. These binders are an attractive addition to any desk or library. said, "Generally speaking, insurance is popularly believed to cover only when some piece of property is destroyed by fire or wind. As a matter of fact, many hazards exist for the owner of any item from a bicycle up through a long list to a home or business block. No matter what may happen to your possessions, from any cause, whether lost or damaged, insurance in Indiana's largest fire insurance company replaces them."

Here is what the Golf Bag para-

graph says:
"Golf Bags: Your golf clubs, bag, balls, shoes and clothing can be insured against loss or damage due to transportation hazards, breakage, theft or robbery, fire, windstorm and flood. \$200 of value replaced for . . \$5.00."

Here was an unusual angle on insurance advertising, designed to catch the eye of the average man or woman looking for bargains. The use of the department-store style gave the company double assurance that their advertisement would be read.

In the last few years insurance companies have shown more imagination in their advertising than some other more highly publicized industries. This Grain Dealers National Mutual advertisement is a far better-than-average example of insurance advertising at its modern best.

Worthy successor to the goldbrick salesman of yore with his flashy front and glib tongue is the modern puff-sheet racketeer. Lacking, perhaps, in some of his color and differing in method, the puffsheet peddler relies to a great extent on the same psychology as his slick predecessor. Flattery, vanity, impressiveness are the essential arrows of his quiver and these he lets fly into the hinterlands where, obviously, the hunting is best.

The Rufus P. Whipple Company, of Grundy Center, Iowa, let's say, has been doing a right smart business (since Aunt Agatha put her

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insurance money into the firm-at 61/2 per cent) and somehow the word gets around. Presently, from a distant city there arrives a communication on the stationery of The National Chronicle of Business Administration, or something equally grandiloquent, informing R. P. Whipple, Esq., that a com-mendatory article on his organization's activities will appear in that "publication's" very next issue. Congratulations, etc., and how many

copies will you require? When the initial glow of selfadmiration dies down, the sadder and by this time wiser Mr. Whipple generally finds himself alone with the disquieting thought that he is sole owner of seven hundred copies of a worthless magazine at 35 cents per copy. Well, to be perfectly frank, they might be good for wrapping paper or something. . . .

But suppose a company has graduated from the blissless state of ignorance and is able to spot a puff sheet at sight. What then? Shall the critter be answered or not and if so, how? A reply phrased by W. H. Spindler, publicity manager of the Armco Culvert Mfrs. Ass'n., has just come to the Schoolmaster's attention that is a classic in polite restraint and a model of dignified rebuff. The calm Mr. Spindler writes as follows: DEAR MR. -

This is a reply to your postcard, File No. 7-19, saying you are preparing a special article "commenting upon the fine record and progress of the company." Presumably "the company" refers to our association.

We have not had the pleasure of seeing a copy of your publication before nor of meeting any of your representatives. The information must of course be authentic, but our curiosity is aroused as to how you learned about the fine record our association has made. We assuredly want to check any information you might publish about our association. In order to be of value to us, the

## Classified Advertisements

#### BUSINESS OPPORTUNITIES

PARTNER WANTED—MAN TO IN-VEST \$3000 in established mail order and publishing book business—Opportu-nity for right party—Write Box 858, care of Printers Ink.

COMMISSION SALESMAN FAMILIAR WITH TERRITORY EMBRACING PENNSYLVANIA, NEW YORK AND NEW ENGLAND STATES, DESIRES SOMETHING TO SELL. No salary, drawing account, or expense money required, but must be assured of merit of product and of the responsibility of those behind it. Henry A. Dumont, Gresham Court, Richmond, Virginia.

#### HELP WANTED

ADVERTISING TYPOGRAPHY GALESMAN WITH FOLLOWING. STATE QUALIFICATIONS. BOX 859, PRINTERS' INK.

Sales Promotion Manager: large paint manufacturer has interesting opening for Sales Promotion Manager with maintenance paint experience and practical sales background; having imagination, ideas and ability to execute them. A comer is wanted ambitious to make a good job better and not afraid of hard work. Send details in confidence. Our staff knows about this ad. Box 857, Printers' Ink.

#### MISCELLANEOUS

ECONOMIZE!! Reproduce Sales Letters, Price Lists, Testimonials, Diagrams, Illustrations, etc., 600 copies \$2.50; add'l hundred 20¢. Cuts unnecessary. Samples. Laurel Process, 480 Canal St., N. Y. C.

#### POSITIONS WANTED

ARTIST, free lance: knows merchandising, production, from visual to complete finish; will gladly consult with agencies or manufacturers having difficult advertising problems. Box 856, Printers' Ink.

**CUB COPY WRITER** 

Young man who has experience in testing and research. Has a definite, valuable abi-ity to write from the Consumer's view-point. Basic ideas. Box 855, Printers' Ink. GOOD all-around advertising man available to N. Y. manufacturer, agency, publisher, or printer. Thoroughly grounded in general advertising, copy, layout, and production. Christian, 32, college education. Minimum salary \$45. Box 853, P. I.

ADVERTISING MANAGER or assistant over eight years experience . . , seeks connection with advertising agency or manufacturer. Efficient and energetic copy writer and layout man. Knows circular writer and invocations. Enhance Creata, letter, follow-up, newspaper, radio and window display advertising. Can plan campaigns. College education, 33 years old, married. E. E. SHAW, BOX 134, MILTON, WIS.



FASTER SERVICE

J.A.WANT 124 - 5" AVE

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No responsibility is as- sumed for any omission

Advertising rates: Page \$135; half page \$67.50 quarter page, \$33.75; one-inch minimum, \$10.50 Classified, 75 cents a line, minimum order \$3.75

article would need to be circulated to people with whom we do business and who are familiar enough with your publication that the article would carry some prestige.

Yours truly,
ARMCO CULVERT MFRS. ASS'N.,
W. H. SPINDLER,
Publicity Manager.

P. S. We will not accept any tele, phone calls with reversed charges, nor can we use any reprints or copies of the magazine at 35 cents per copy.

Try this on the next puffer!

At the industrial advertising convention in Pittsburgh, last week, emphasis was placed, time and again, on the possibilities offered advertising in the development of new products. A splendid example of this has come to the Schoolmaster's attention in a thirty-two-page advertisement of the Owens-Illinois Glass Company which appears in an architectural publication.

Nothing has been spared to impress upon the audience of architectural readers the news value of Insulux glass masonry bricks. And practically everything of detailed interest has been compiled so that the advertisement may serve as an immediate reference work on the new product, its specifications, its uses, shipment details and its costs.

A spread could have told the story of the new product in dramatized fashion. Insertion of a few lines could have prompted those interested to write for a booklet giving a more thorough story. But initial interest is a powerful influence which, once caught, should be held, provided an advertiser feels that he can spend enough to tell a story in the necessary detail.

The first page of the thirty-twopage insert carries its own table of
contents. Following pages are illustrated with photographs, sketches,
plans and diagrams. For office
buildings, factories, store fronts,
hotel bars, office partitions and
residences, not only is use of
Insulux visualized, but detailed
working drawings as well so that
architects can study the methods
used to get the pictured results.

CA

Sept. 26.

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# MAYBE YOUR BOOKLET

# CAN BE SOLD

# INSTEAD OF GIVEN AWAY

Many concerns do charge for their promotional booklets. In some cases they get a dollar or more per copy.

Books that are bought are not thrown away.

We have gathered quite a collection of "pay books" designed to stimulate greater use of advertised products. Besides which, we have acquired some mighty valuable brass-tack data about this rich angle of sales promotion.

We can show you how to make your booklet worth buying, how to get it circulated, how to make it produce traceable results.

Write or telephone for information.

CHARLES FRANCIS PRESS \_\_\_

461 Eighth Ave.
Printing Crafts Bidg.
New York, N. Y.
Phone ME 3-3500

# Barometer

Sales of department stores in the Chicago territory during the first eight months of this year show a gain of 6 per cent over a year ago—30 per cent over two years ago.

Sell where the selling is good.

A Tribune representative will be glad to help you work out an advertising program to get more business this fall.



NEWSPAPER ADVERTISING IS POINT-OF-SHOPPING ADVERTISING

